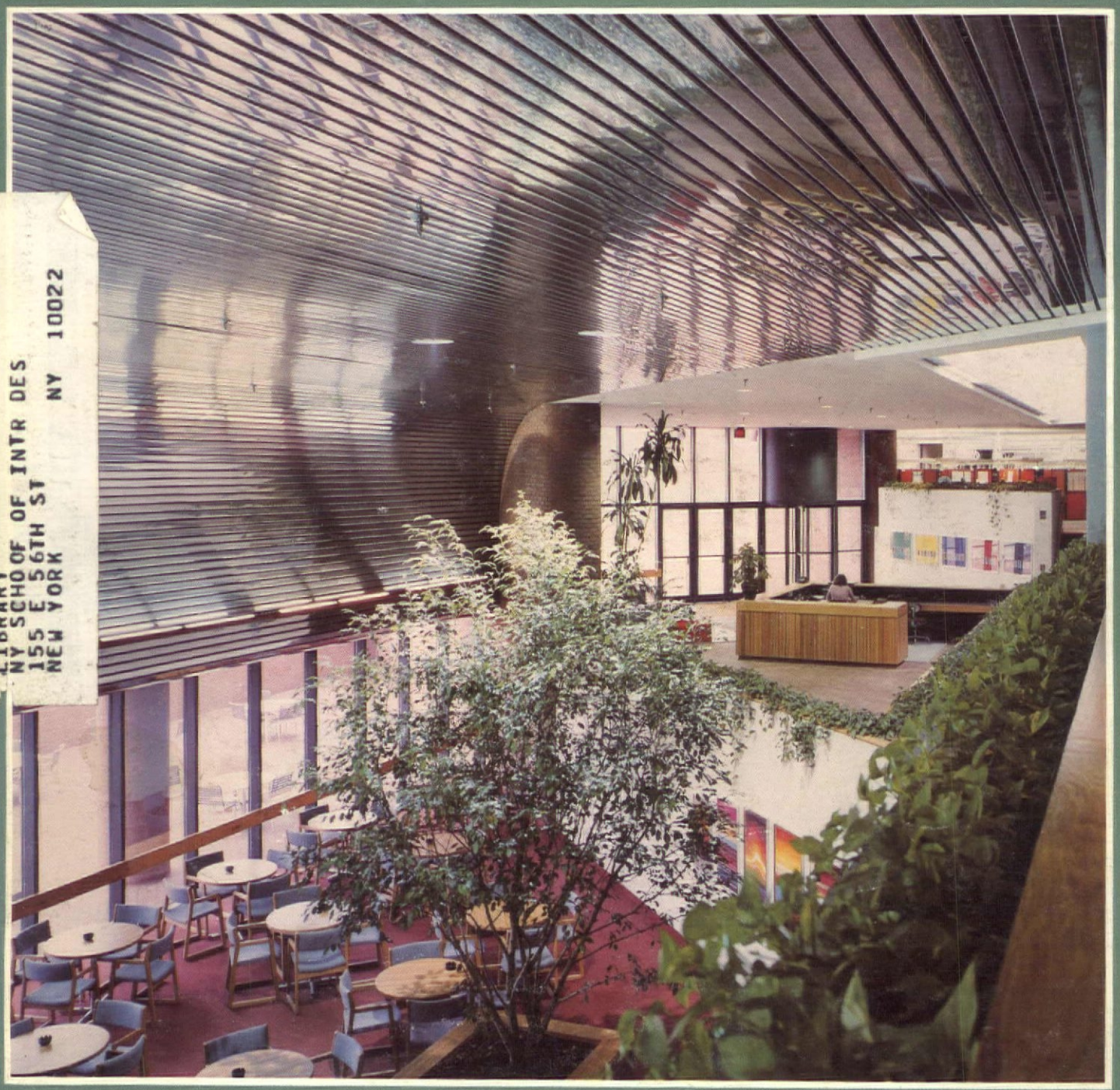
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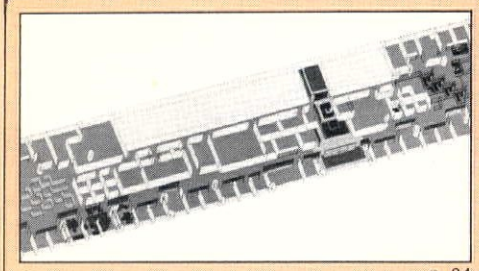
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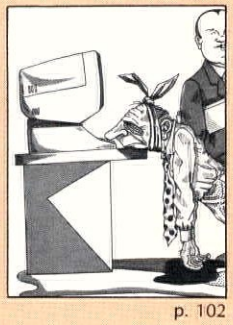
(A) Product No. 3642

(B) Product No. 4726



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Cover: *Graphic artist George Koizumi uses Codex's glass-enclosed dining/meeting space to show how employee amenities are gaining importance in office design. Feature section begins on page 92.*

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VOL. 25 NO. 3 March 1983

Contract

THE BUSINESS MAGAZINE OF COMMERCIAL FURNISHINGS & INTERIOR ARCHITECTURE

NY SCHOOL OF INTERIOR DESIGN
002650

92 Last 'Space' Frontier Is Office Productivity Issue

94 Horizontal Effects Detract from Awkward Linearity
Wall-mounted fabric bands & stepped open plan configurations intersect long, narrow space at Minneapolis accounting firm

98 Competitive High-Tech Market Turns Design Into Hiring Tool
Color, light, & layouts aim to help computer corp. reduce turnover

102 Eye Problems May Cause CRT User Productivity Limits
Along with ergonomically correct environment, lighting & furniture, corrected vision may drastically reduce CRT user complaints

104 Efficient Building Program Yields Planning Cost Payback
Energy-saving, budget-conscious architecture & design earn thrifty image for Illinois Department of Argiculture

106 Design Ranks High In Recruitment Criteria
Rookie accountants favor firms with well-designed offices

108 Negotiations Should Satisfy All Parties
How designers negotiate is the key factor in bargaining

110 Space Condensed But Improved In Open Plan Redesign
New facilities increase control of insurance files, boost morale & productivity in less personal space

112 Ounce Of Prevention Computerized In Ordering Methodology
Up-to-the-minute status reports for furniture specifiers catch common snags in early stages & aid on-time delivery

114 Open Plan Dominates Office Furniture Market
Seating intros & updates add variety to traditional looks

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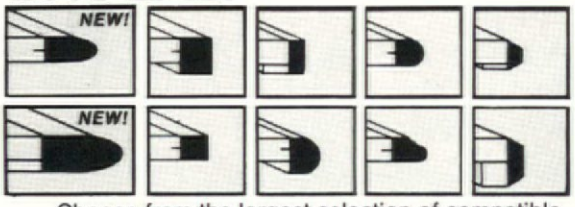
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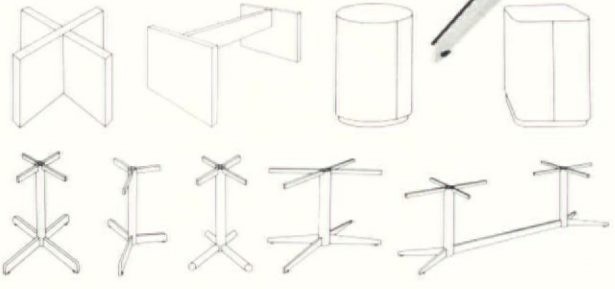
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Contract

Vol. 25 No. 3

April: Hotel/motel/restaurant installations and hospitality furniture and furnishings product review. Preview National Restaurant Show, McCormick Place, Chicago, May 21-25. NEOCON Countdown—continuing coverage of the world's largest contract show and exhibition. Wallcoverings/surfacing materials product review of wallpapers, vinyls, and rigid materials. Plus: Special Preview of the Washington, D.C. Design Center, creation of The Merchandise Mart.

May: NEOCON 15 Preview Issue—Comprehensive floor-by-floor coverage of the contract industry's most important event, the 15th annual exposition of contract furniture and furnishings at The Merchandise Mart, Chicago, June 14-17. Also covered is NEOCON International and activities taking place at contract showrooms throughout Chicago. A tear-out guide to NEOCON exhibitors and showroom locations as well as extra issue distribution at the show are key features. Also previewed is the Construction Specification Institute Show.

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Frank A. Rizzo, Co-publisher & Adv. Sales Dir.,
Gary S. Puro, Associate Publisher & Adv. Sales Mgr.,
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Gralla Publications
1515 Broadway, 24th Floor,
New York, N.Y. 10036.
Phone: (212) 869-1300.

Chicago:

Marie Kowalchuk, Midwest Representative
Gralla Publications
3525 W. Peterson Ave., Chicago, Ill. 60659.
Phone: (312) 463-1102.

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CONTRACT ISSN 0010-7832 is published monthly by Gralla Publications, 1515 Broadway, 24th Floor, New York, N.Y. 10036. Phone (212) 869-1300. Subscription price one year $14 two years $21 for firms and individuals who specify, design, buy, or replace contract furnishings. All other U.S. subscriptions $36 per year. All Canadian and Mexican subscriptions $16 per year for qualified subscribers and $36 per year for non-trade. All other foreign subscriptions $65 per year. Single copy $4. The publisher assumes no responsibility for opinions expressed by editorial contributions to CONTRACT. The publisher reserves the right to reject any advertising not in keeping with the publisher standards. **SUBSCRIBER INFORMATION & ADDRESS CHANGES:** Write to Circulation Dept., Rm. 930, 1501 Broadway, NY, NY 10036. POSTMASTER: Send address changes to CONTRACT Circulation Dept., Rm. 930, 1501 Broadway, NY, NY 10036. Second Class postage paid at New York, NY and additional mailing offices.

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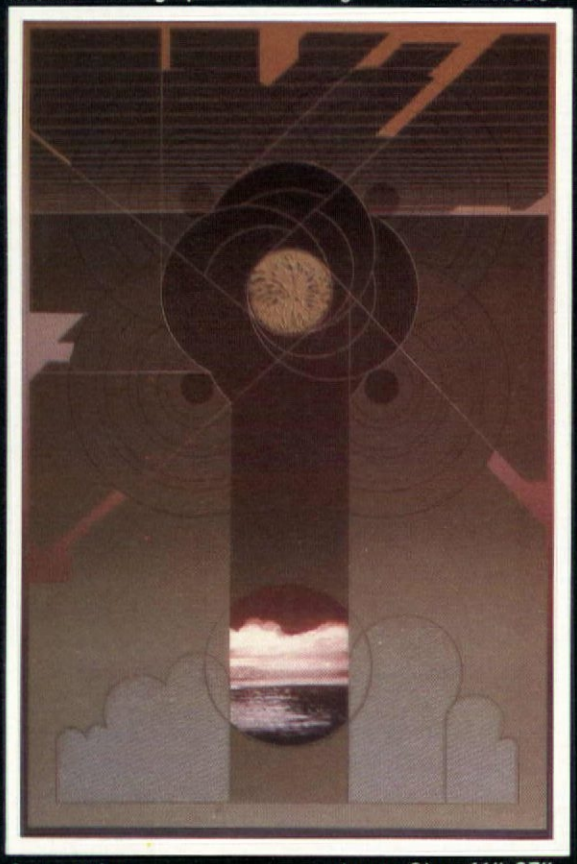


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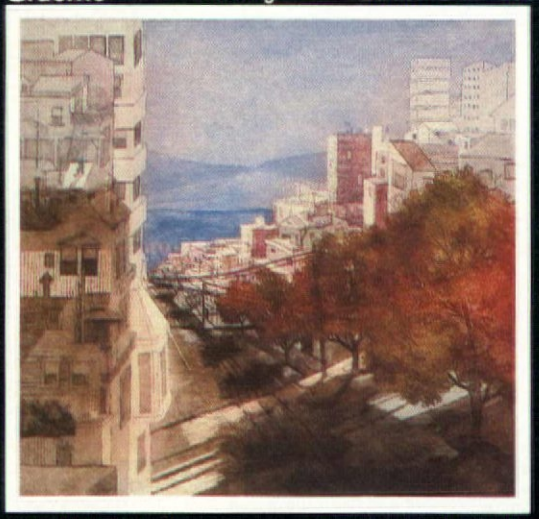
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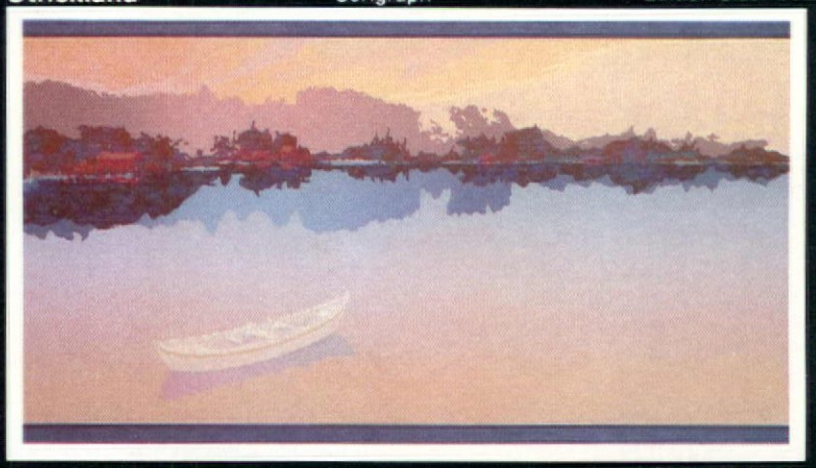
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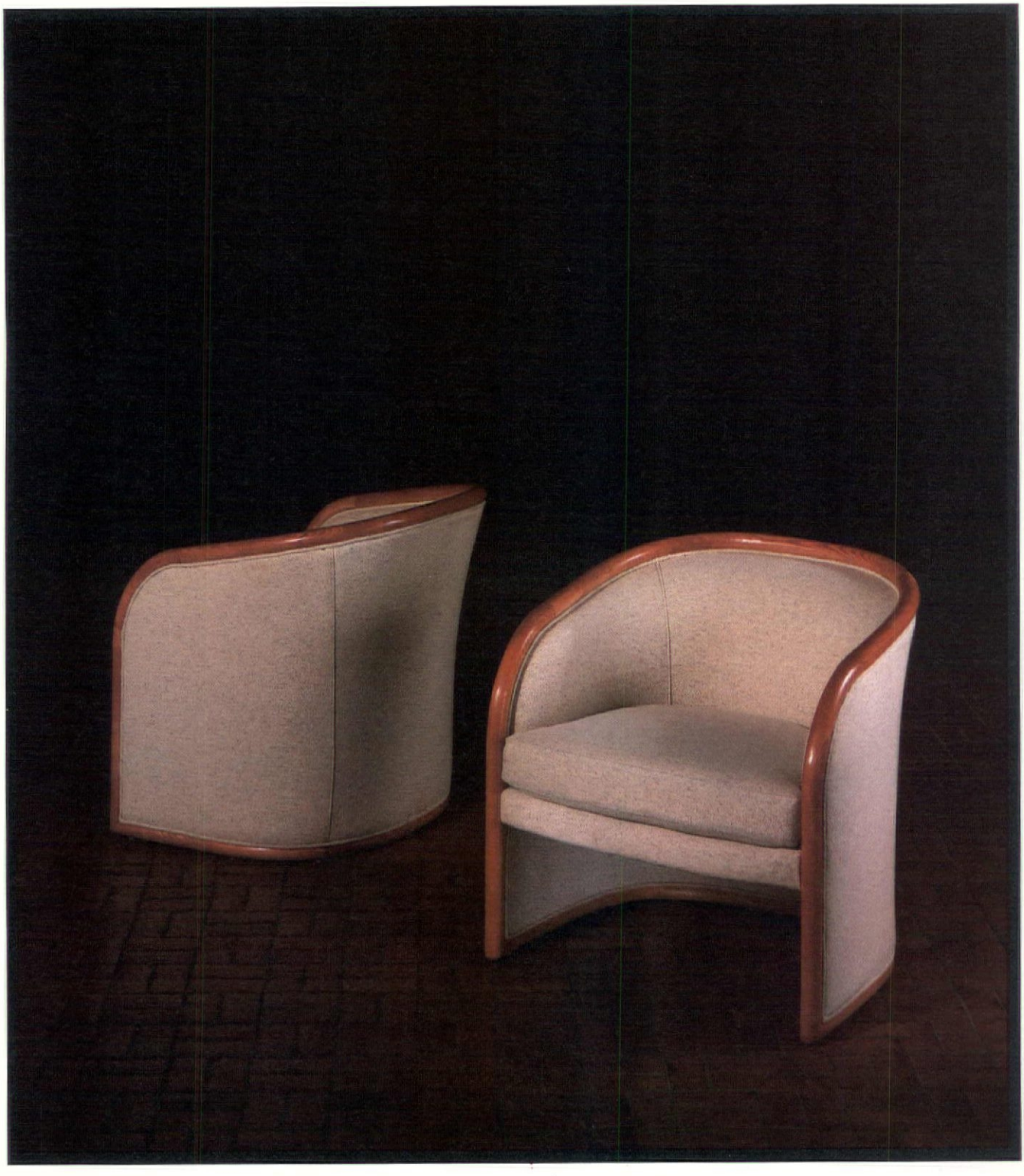
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Contract Division

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FINE ARTS ARTICLE FINE INDEED

Dear Editor: A friend passed along the November 1982 article, "Have You Centralized Control of Art Inventory Programs?" by Judith Selkowitz. Thank you for a very well written informative article.

PATRICIA M. LANDRY
Landry Fine Art/Consulting
Woburn, MA

DEALERS RESPOND TO QUOTE

Dear Editor: As we represent one of the major dealers in Chicago, I felt it necessary to respond to Ms. Jablonski's comments in January 1983 [CONTRACT Quotes].

The growth of the contract industry for over two decades comes as a result of the joint efforts among the prevailing disciplines, i.e., architects, planners, designers, dealers, manufacturers, and, of course, the end-user community. Increasing the awareness of the work that each of these disciplines does will only serve to improve the quality of work delivered. It does not help the image of the industry to engage in name-calling or to accuse any disciplines of a failure simply because problems arise.

What is required of all is to share openly what our roles are and how we can deliver not for the least, but rather for that which serves the interest of the client.

I am confident that I speak for all of the other quality dealers in Chicago, as well as the rest of the nation.

HERMAN BATKO
Contract Interiors for Business
Chicago, IL

Dear Editor: I would strongly suggest that Ms. Jablonski (CONTRACT Quotes, January 1983) take the time to visit some of the major dealerships in the Chicago area, as it is obvious she has not taken the time to do so at this point.

I would like also to suggest that the design profession realize it is not going to get top service for a low price and should consider doing the best job possible for the client instead of just trying to get a low price.

JAMES R. MARQUESS
President
Facility Planning And Management

KRAWCZYK ARTICLE ON TARGET

Dear Editor: Thank you for a clear presentation of the article "Computer Consultant Slashes Ordering Time 75%, Enhances Service Scope Of Automated Clients," (January 1983 issue, page 200). Automated furniture specification processes can be, at times, a very complicated subject to understand and discuss.

I hope CONTRACT continues its efforts to bring more information to its readers on computer applications in regard to design and architecture.

ROBERT J. KRAWCZYK
Computer Applications Consultant
Chicago, IL

ERRATUM

Dear Editor: Your recent article on the IBM Product Centers in New York City (CONTRACT, December 1982) did not recognize Mr. Paul Rand for creating the basic design concept for these stores, including furniture, graphics, and color scheme.

Rand undertook the store design project for IBM in 1980 and has been our primary consultant on this work since that time. The design of the New York stores is an adaptation of his original design concept.

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JOHN F. WILLIAMS
Real Estate and Construction Div.
IBM Corp.

Direct comments to: Letters Editor, CONTRACT, 1515 Broadway, New York, NY 10036

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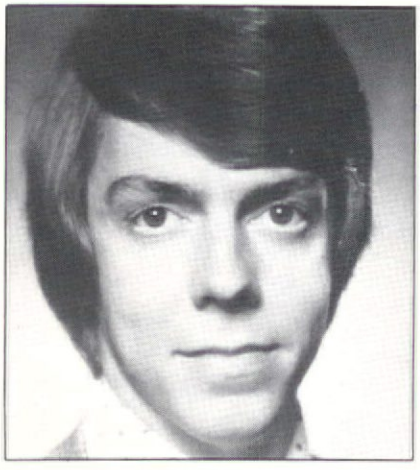
200 exhibits, 12 seminars planned for Lighting World II pinpoint design & technological breakthroughs

New York—A comprehensive overview of latest developments in architectural lighting design and technology will be provided in 12 seminars, 200 exhibits, and social events at Lighting World II, the International Advanced Illumination Conference and Exposition, April 25-27.

Scheduled to take place at the New York Hilton Hotel, the conference will feature nearly 200 exhibits showcasing lighting fixtures, controls, and energy management systems. In addition, an impressive list of industry leaders will host 12 seminars addressing crucial design and technical issues.

Howard Brandston, Howard Brandston Lighting Design Inc., will open the conference with one of two morning seminars. He will review current lighting design problems and forecast future requisites and responsibilities lighting professionals will face in his seminar "The Challenges in Lighting Design." Following Brandston's seminar, Lesley Wheel, Wheel-Gersztoff Associates, and Susan A. Forbes, Forbes Ergas Design Associates Inc., will discuss the function of lighting consultants in "Lighting Consultants—The Designer's Choice."

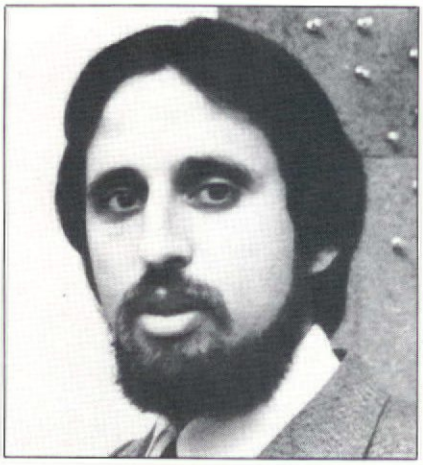
Three afternoon sessions round out Monday's schedule. "Energy Management from the Owner's Point of View" will deal with how large corporations best apply energy management techniques to lighting installations. Speaking on the topic will be Sheldon Steiner, Flack & Kurtz Consulting Engineers; Ralph Miriello, Exxon Corp.; and Steven Fitzmaurice, Helmsley-Spear Management Corp. David A. Mintz, David A. Mintz Inc., will conduct "What Else Should You Expect from Your Lighting Consultant?" which will explain the varied contributions consultants can make to a project. Carl Hillman, CHA Design Inc., will use slides and other visual aids in a presentation titled "Light, Reflection, and Illusion." This session will explore the potential for visual illusion offered by interaction of light and reflective materials.



"Office Lighting–Options for the Future" will be coordinated by Jeff Milham of Design Decisions Inc. This seminar will overview changing technologies in lighting design.



Leading a seminar on selecting the right lighting consultant are Susan Forbes (above) and Lesley Wheel. Forbes is principal of Forbes Ergas Design Inc.



Manny Feris, president, New York IES (above), will be a featured speaker covering lighting and restoration. Co-hosting the seminar are Steve Izenour of Venturi-Rauch and John Barie of Swanke, Hayden, Connell.



Jo Anne Lindsley of Syska & Hennessy will moderate "The Magic and Physics of Light." Speakers are Joseph Upham and K.C. Cole.

Lighting World II's official opening will mix business with pleasure at a gala to be held at Studio 54. An open bar and buffet dinner start the evening's festivities at 8 p.m. An after-dinner lighting show at the famous discotheque will be followed by a disco party that will continue through early morning hours.

Tuesday morning's agenda is headed by "Looking Backward," a discussion by Paul Marantz, Jules Fisher & Paul Marantz Inc., on applying valuable lessons learned from the past to today's lighting strategies. Following this seminar is "Architectural Lighting with Techniques Borrowed from Film, Theater, and Television," a seminar led by eminent entertainment lighting experts Sonny Sonnenfeld, Imero Fiorentino, and Celeste Gainey. This panel discussion will focus on how specifiers can adapt performance lighting techniques, illusions, and tricks for use in outstanding architectural lighting installations.

Training of Lighting Designers (TOLD) Conference II, an invitational, informal work/lunch session for educators, will be held at noon. The first afternoon

(Continued on p. 18)



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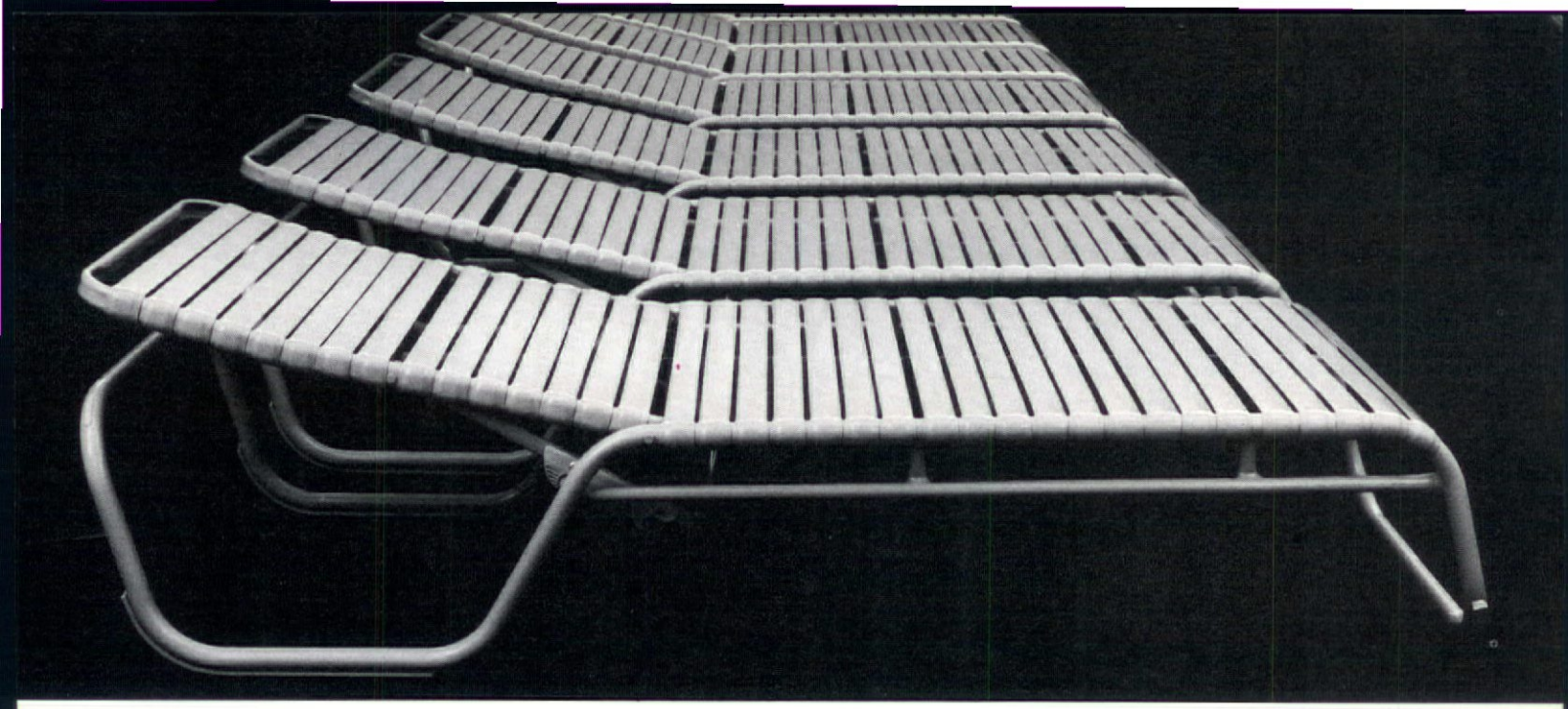
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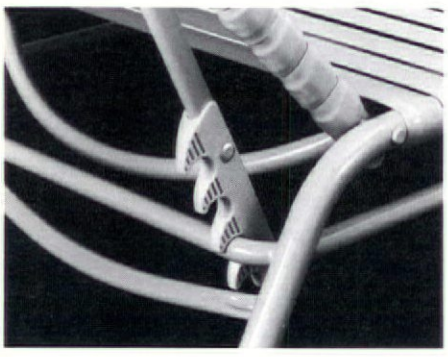
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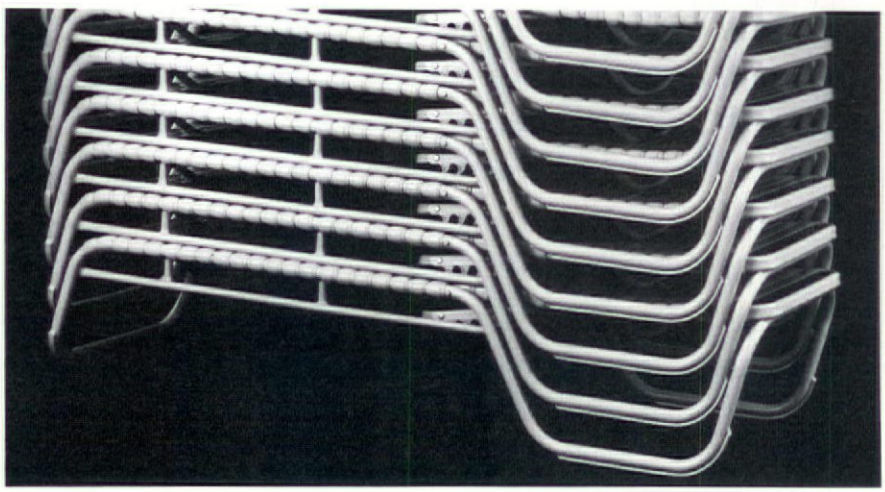
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IES presents awards

(Continued from p. 13)

seminar, "Office Lighting—Options for the Future," will be conducted by Jeffrey A. Milham, Design Decisions Inc. He will evaluate lighting options now made available by new fixture, lamp, and control technologies. "Perception, Lighting, and Sunlighting as Formgivers for Architecture," led by William M.C. Lam, William Lam Associates, will show how the real world is perceived, thus providing the basis for evaluating and designing the luminous environments of buildings and cities.

Capping Tuesday's schedule will be the 1983 Lumen Awards Program/Gala Presentation Dinner honoring outstanding lighting designs. Sponsored by the New York Section of the Illuminating Engineers Sociey (IES), the award is intended to encourage and publicly recognize lighting design excellence, professionalism, ingenuity, and originality. The dinner will be held in the Grand Trianon Ballroom of the New York Hilton Hotel.

Wednesday's seminars will begin with "Restoration and Lighting Design Today," which will discuss lighting solutions for older buildings undergoing renovation. On the discussion panel will be Manny Feris, manufacturers representative; Steve Izenor, Venturi-Rauch; and John Barrie of Swanke, Hayden, Connell, Architects.



Howard Brandston, principal, Howard Brandson Lighting Design Inc., will review current problems in lighting design and future challenges to be presented by specialized lighting.

A fascinating display of light as a design medium will be exhibited in "The Magic and Physics of Light," during which Joseph Upham, New York Experimental Glass Workshop, will discuss color, perception, and movement through kinetic neon light sculpture. K.C. Cole, author of *Facets of Light*, will demonstrate and explain physical properties of light as they occur naturally and as they are portrayed in the teaching of physics. Jo Anne Lindsley, Syska & Hennessy Inc., moderates the session.

"Light Sources for the '80's" will be hosted by eight technical experts who will explain new and innovative lamp sources. Technological breakthroughs in lighting efficiency and color rendition will be among subjects covered. William Warren, Lighting Unlimited, will moderate the symposium.

Lighting World II also will feature the Richard Kelly Memorial Scholarship Luncheon, during which a student will be awarded for innovative work in the art/science of illumination. This luncheon is held in the honor of one of the industry's original architectural lighting consultants.

Also to be featured during the event is an International Association of Lighting Designers (IALD) luncheon at which the upcoming IALD Lighting Awards will be announced. This international, noncompetitive program will award lighting professionals for design excellence in illumination at the association's annual meeting in November. The luncheon will take place on Monday, April 25.

(Continued on p. 22)

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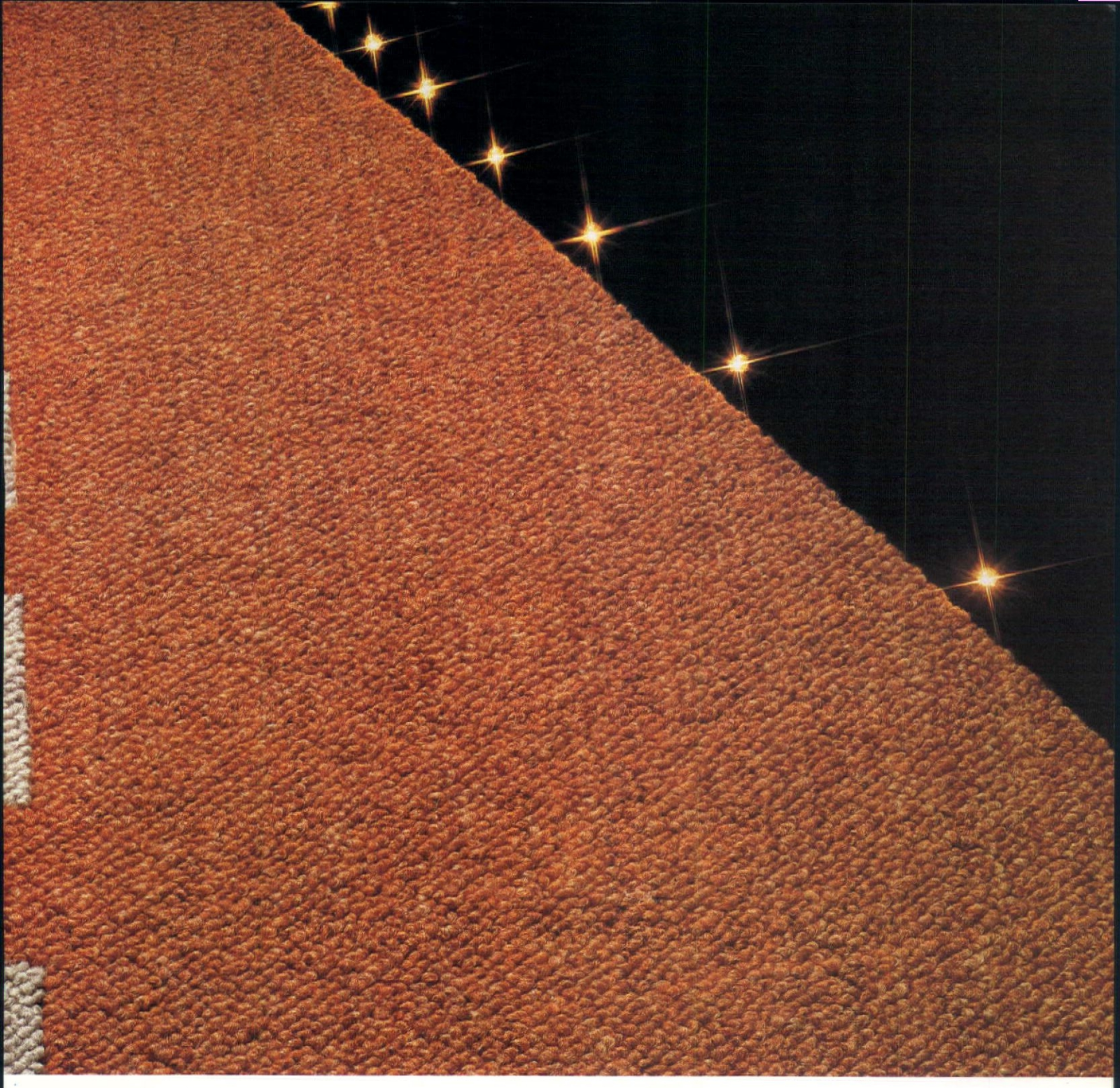
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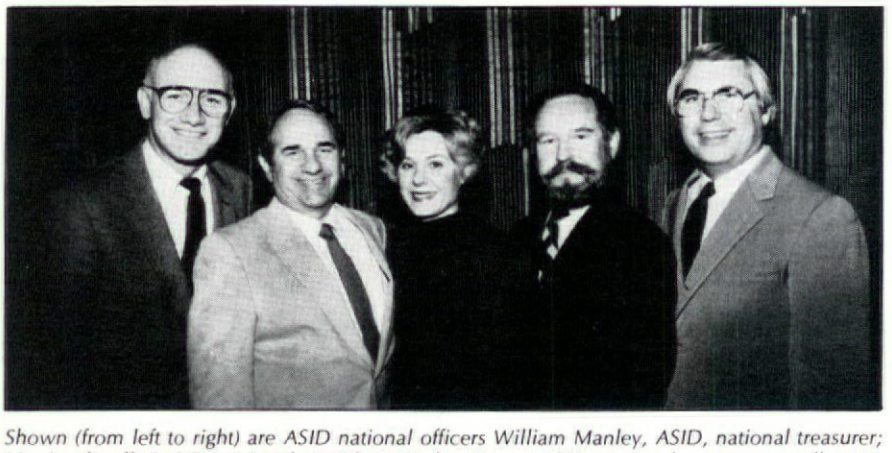
(Continued from p. 18)

Lighting World II is sponsored by the IES, IALD, and National Expositions. For registration and exhibit information contact Bernadine Seyd, National Expositions Co. Inc., 14 W. 40th St., New York 10018; 212/391-9111.

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ASID names Whaley VP/president-elect



Shown (from left to right) are ASID national officers William Manley, ASID, national treasurer; Martin Elinoff, FASID, national president; Karlyn Kuper, ASID, national secretary; Wallace R. Jonason, FASID, national past president; and William Richards Whaley, FASID, national first vice president/president-elect. Whaley assumes office in 1984.

New York—William Richards Whaley, FASID, was elected first vice president/ president-elect of the American Society of Interior Designers (ASID). He will assume chapter presidency in 1984.

An associate with Hellmuth, Obata & Kassabaum, Washington, D.C. interior space planning firm, Whaley has also served as president of the organization's Potomac Chapter; regional vice president of the Mid-Atlantic region; member, national board of directors; and national treasurer.

Also active in design education, Whaley has served on The Foundation For Interior Design Education Research (FIDER) board of trustees and is a fellow in that organization.

Other recently elected ASID officers are national secretary Karlyn Kuper, ASID, co-owner and president, Berry, Buckingham & Kuper, Omaha, Neb.; and national treasurer William Manley, ASID, president, Wm. Manley Assoc., Glendale, Wis. Wallace Jonason continues as past president of ASID.

1982 FIDER grants total $71,245

New York—A total of $71,245 was raised by The Foundation For Interior Design Education Research (FIDER) in 1982. These grants, made by industry associations, interior design source firms, and working professionals, will be used to encourage the growth of interior design education throughout U.S. learning institutions.

Announced contributors of $1,000 or more include the following firms and associations:

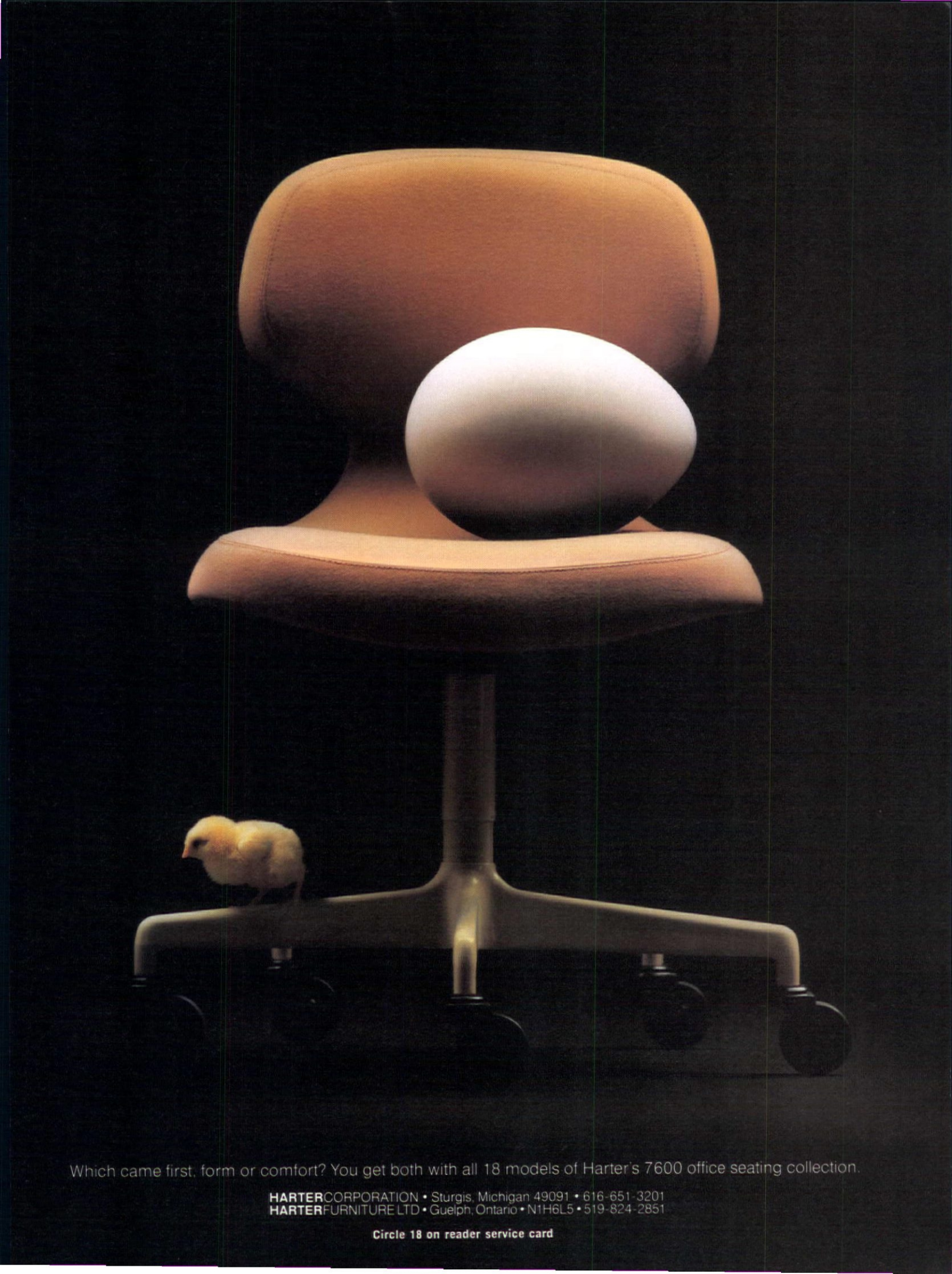
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Latta appointed to FIDER board

Other news from FIDER includes the appointment of Hugh L. Latta, adjunct professor, Auburn University College of Architecture, to the board of trustees. Latta, who also is past national education chairman, AID, and recipient of the 1981 Georgia ASID Education Award as well as the 1982 ASID National Interior Design Project Award, replaces Warren G. Arnett, FASID, who served on the foundation's board since 1974.

Reappointed to the FIDER board are Arlis Ede, FASID, principal, Arlis Ede Interiors, Dallas; and Boyd L. Loendorf, FASID, principal, Larson-Loendorf, Mercer Island. He also continues to serve as secretary/treasurer.

New 1983 foundation officers are chairman of the board Lyman T. Johnson, FIDEC, University of Oregon and assistant treasurer Holmes Newman, ASID. Doris Burton will continue to serve as past board chairman.



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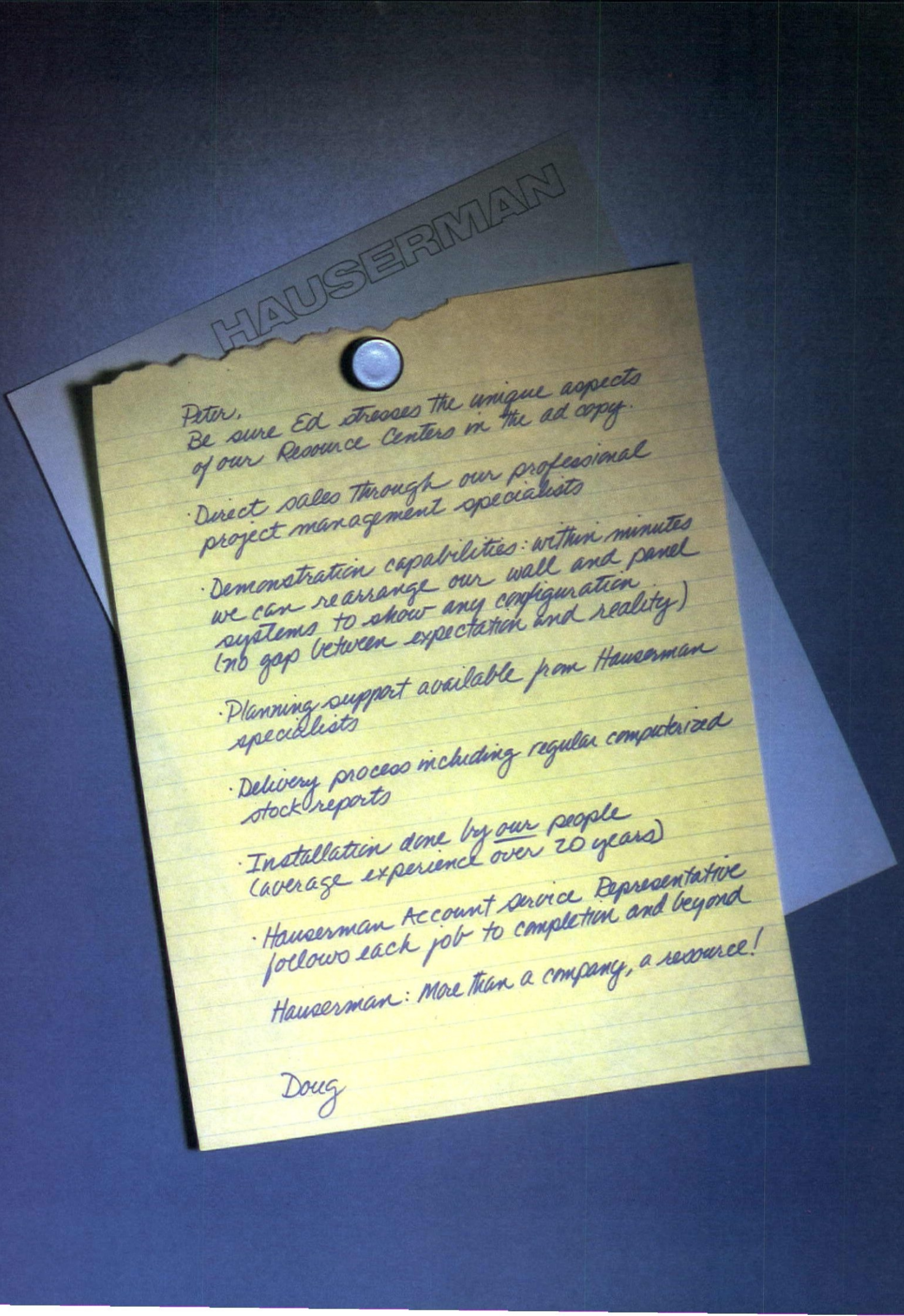
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New fire codes limit combustibility in atrium areas

Chicago—For the first time, limits have been set on the fuel load and combustibility of movable furniture in atrium areas. Specific regulations as listed in the 1982 revision of *The Uniform Building Code*, published by the International Conference of Building Officials (ICBO) in "Atrium Furnishings" Section 11.209 state:

- (a). Areas in atria that are more than 20-ft. below ceiling-mounted sprinklers shall be limited as to the amount of combustible furnishings and decorative materials to not more than 1 lb. per sq. ft. Such combustibles shall be limited to materials having a maximum of 7,500 BTU per lb. In computation of the above, not more than an average of 3 lbs. per sq. ft. shall be concentrated in any one area.
- (b). All decorative materials shall be noncombustible or flame-retardant and be so maintained.
- (c). Devices generating an open flame shall not be used nor installed within atrium areas.

According to the revision, chairs, sofas, and other movable furnishings are now subject to very specific flammability standards. For example, wood frames are no longer allowed. Furnishings installed under conditions stated in the code will require steel frames, CMHR cushions, and flame-retardant fabrics.

In addition, furnishings materials specified must be in accordance with "BTU" limits set by the code. (The term "BTU" refers to the heat content of a combustible material.) Materials now regulated and combustible limits include the following:

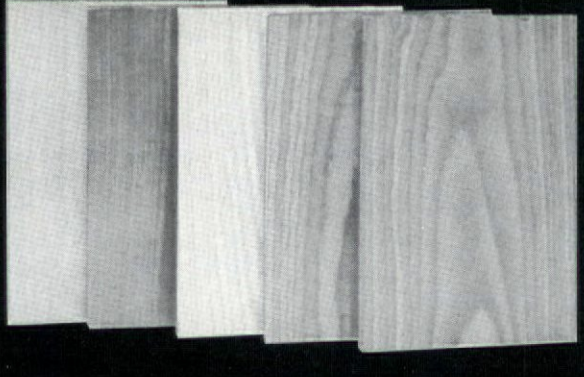
Material	*BTU Content/lb.*
Hardwoods	8,000 to 8,800
Softwoods	8,000 to 11,000
Conventional urethane foam	10,000
CMHR foam	2,700

The Uniform Building Code is revised every three years and is the basis for building codes adopted in most western states and municipalities.

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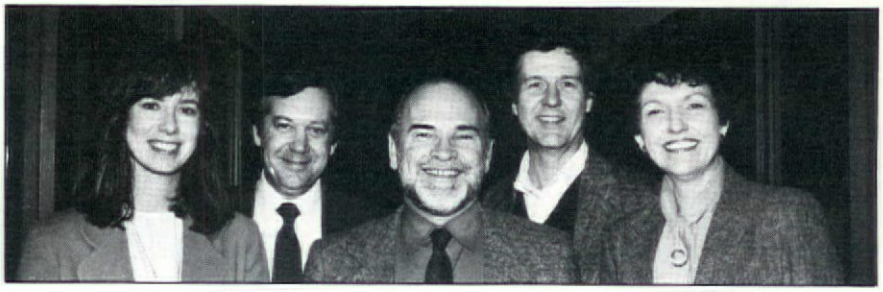


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Sauerbrey to head ASID/Washington

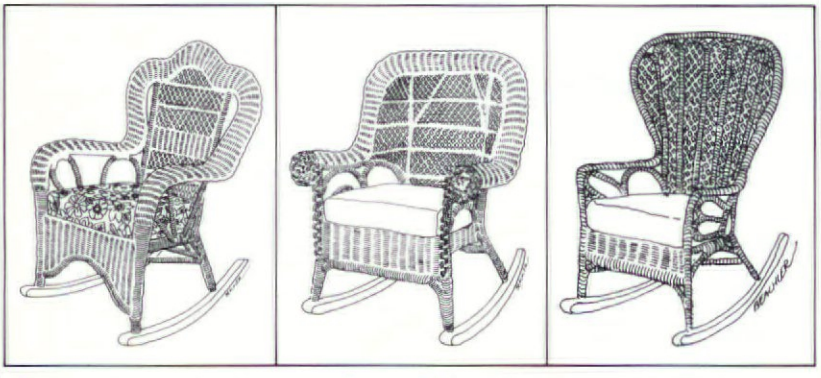
Seattle—Barbara Sauerbrey, FASID, was re-elected president of the Washington State Chapter, American Society of Interior Designers (ASID). Serving with her for the 1983 term are Marvin C. Sharpe, ASID, vice president; Melinda Sechrist, ASID, secretary; Franz Lewis, ASID, treasurer; and Rich Lacher, ASID, past president. Chapter national board member is Roi Nevaril, ASID.

New board members for the chapter are Rosalie Gorfkle, James Halversen, David Moll, and Susan Yerkes.



Shown (from left to right) are 1983 officers, Washington State Chapter/ASID. They are Melinda Sechrist, secretary; Roi Nevaril, chapter national board member; Marvin Sharpe, vice president; Franz Lewis, treasurer; and Barbara Sauerbrey organization president.

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Design education benefits from annual concert

New York—The Foundation For Interior Design Education Research (FIDER) and the American Society of Interior Designers (ASID) Educational Foundation will be the beneficiaries of an annual concert given by Bob Herring, vice president and publicity director, Schumacher. Scheduled for April 7, the concert will take place at Merkin Concert Hall, Abraham Goodman House, located at West 67th St., New York.

This year's performance will feature selected pieces by Copeland, Schubert, Poulenc, Liszt, and Finzi. Herring, a baritone, will be acocmpanied by prominent New York singing coach Stanley Sonntag.

Tickets cost $10 and are tax-deductible. For information contact ASID, 1430 Broadway, New York 10018.



Bob Herring, vice president and publicity director, Schumacher, will sing selected works by Copeland, Schubert, Liszt, Finzi, and Poulenc at an annual performance benefiting design education on April 7.

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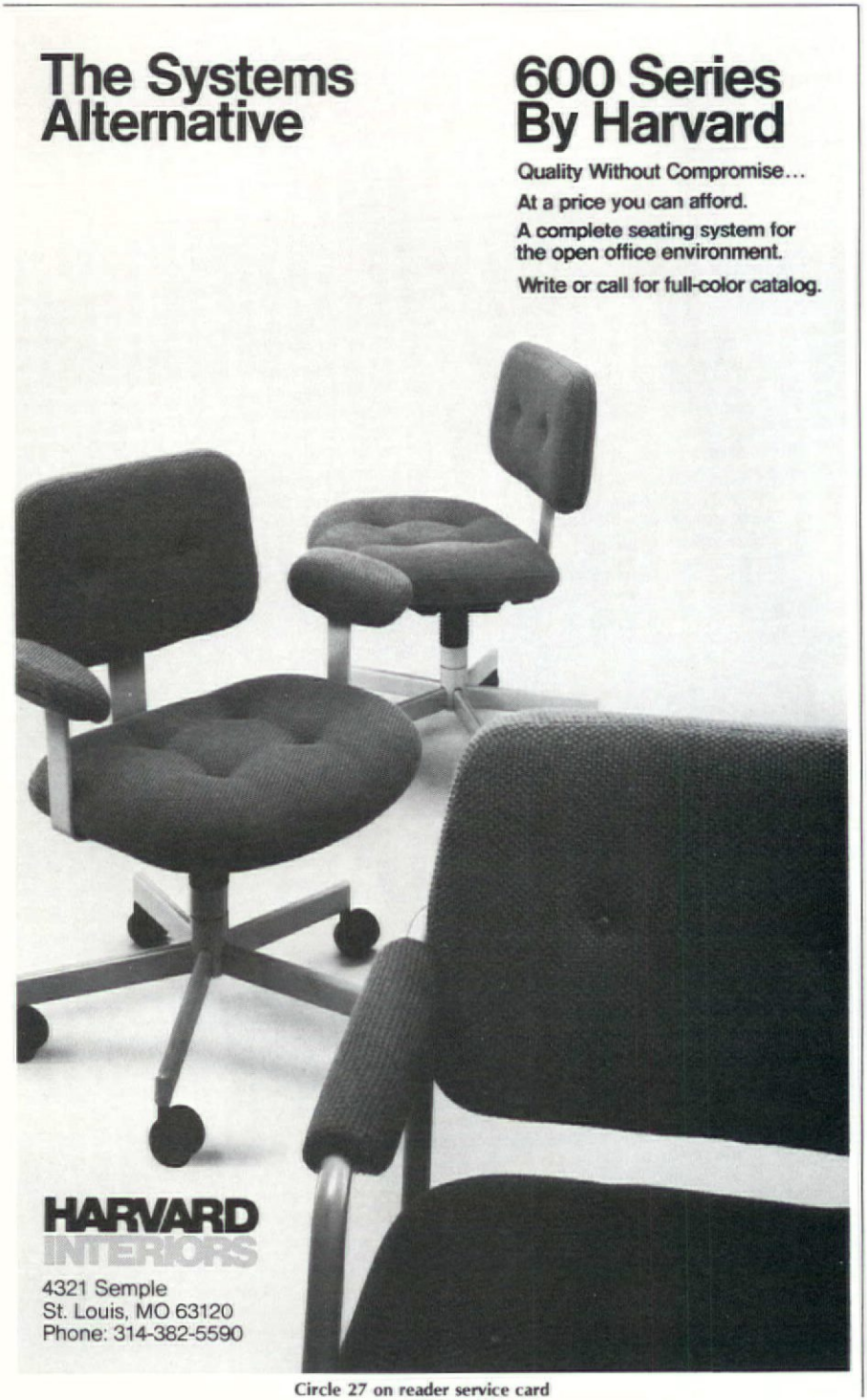
Supplementary listings of companies not included in the alphabetical and product listings of the January, 1983 CONTRACT Directory are provided here. After each telephone number, the principal product manufactured by the firm is indicated. Cut out and insert these references in the appropriate sections of your directory.

Adelphia Graphics, 7714 Westchester Pike, Upper Darby, PA 19082; 215/789-7714
SIGNAGE

Allied Corp., P.O. Box 31
Petersburg, VA 23808; 804/520-3008
CARPET COMPONENTS

BMG Graphics, 35 W. Central Ave.
Pearl River, NY 10965; 914/735-8136
ART OBJECTS

Bently Mills Inc., P.O. Box 583
City of Industry, CA 91747; 714/598-9768
FABRICS



Circle 27 on reader service card

Bradley Lamps 412 N. Orleans St.
Chicago, IL 60610; 312/337-4665
LIGHTING & LAMPS

Burndy Corp., Norwalk, CT 06856
203/838-4444
POWER/ELECTRIC SOURCES

Chesapeake Mfg., 4001 Washington Blvd.
Baltimore, MD 21227; 301/242-0123
CHAIRS, SOFAS, SEATING

DGS, 222 W. Heron
Chicago, IL 60610; 800/621-1260
SIGNAGE

Designweaves, 16000 Heron
Le Mirada, CA 90638; 714/522-5671
CARPET & RUGS

Dovetail Inc., Box 1569-162
Lowell, MA 01853; 617/454-2944
CEILING BEAMS, COLUMNS & MOLDINGS

Dyna-Systems, 5371 Tennyson
Denver, CO 80212; 303/455-5400
MASKING SOUND SYSTEMS

Eagle Computer Furniture Systems,
P.O. Box 586, Easton, PA 18042;
215/252-2220
OFFICE FURNITURE

Edelman Leather, 1 Rowan
Danbury, CT 06810; 203/794-1601
FABRIC (LEATHER)

Electri-Cable Assemblies, P.O. Box 2004
Shelton, CT 06484; 203/735-4414
FURNITURE COMPONENTS, POWER ELECTRIC SOURCES

Fidelity Arts, 9000 Beverly Blvd.
Los Angeles, CA 90048; 213/278-6611
ART OBJECTS (GRAPHICS)

Finmark, 11 Mountain Rd.
Georgetown, CT 06829; 203/544-8600
CASEGOODS & FURNITURE

Vladimir Kagan Inc., 232 E. 59 St.
New York, NY 10022; 212/371-1512
OFFICE FURNITURE

Litton Business Furniture; 640 Whiteford Rd.
York, PA 17405; 717/854-1545
OPEN PLAN FURNITURE
OFFICE FURNITURE

Miller-Welch Inc., 851 Seton Ct.
Wheeling, CT 60090; 312/459-0666
OPEN PLAN INSTALLER

Moser Contract Furniture, P.O. Box 68
New Gloucester, ME 04260; 207/926-4883
TABLES

Roppe Rubber, 1502 N. Union St.
Fostoria, OH 44830; 419/435-8546
FLOORING
(Continued on p. 38)

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L.E. Carpenter & Company, Wharton, NJ 07885. 201-366-2020.

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"The best new idea in window fashions in years."



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From versatile neutrals to a rainbow of colors . . . from softly transparent sheers to private opaques, Del Mar Softlight Shades create the crisp, clean look of metal blinds with the warm touch of fabric. So simply elegant they perfectly complement traditional as well as modern interiors . . . and fill them with soft filtered light. So practical they can reflect up to 87% of the sun's heat and glare . . . and insulate against winter chill. All these features in a design so compact that Softlights virtually disappear when not in use. A truly revolutionary new innovation in window fashions; Softlight Shades are fast becoming the choice product among leading designers. Ask for them by name.

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Directory Listings

(Continued from p. 34)

SAI Furniture, 5155 E. 65th St.
Indianapolis, IN 46220; 317/253-8955
HOSPITALITY FURNITURE

Slater Lighting, Div. Slater Electric
45 Sea Cliff Ave. Glen Cove, NY 11542
516/671-7000
LIGHTING

Stafast Inc., 505 Lakeshore Blvd.
Plainesville, OH 44077; 216/357-5546
FURNITURE COMPONENTS

Sto Energy Conservation, Quality La.
Rutland, VT 05701; 802/775-4117
WALLCOVERINGS

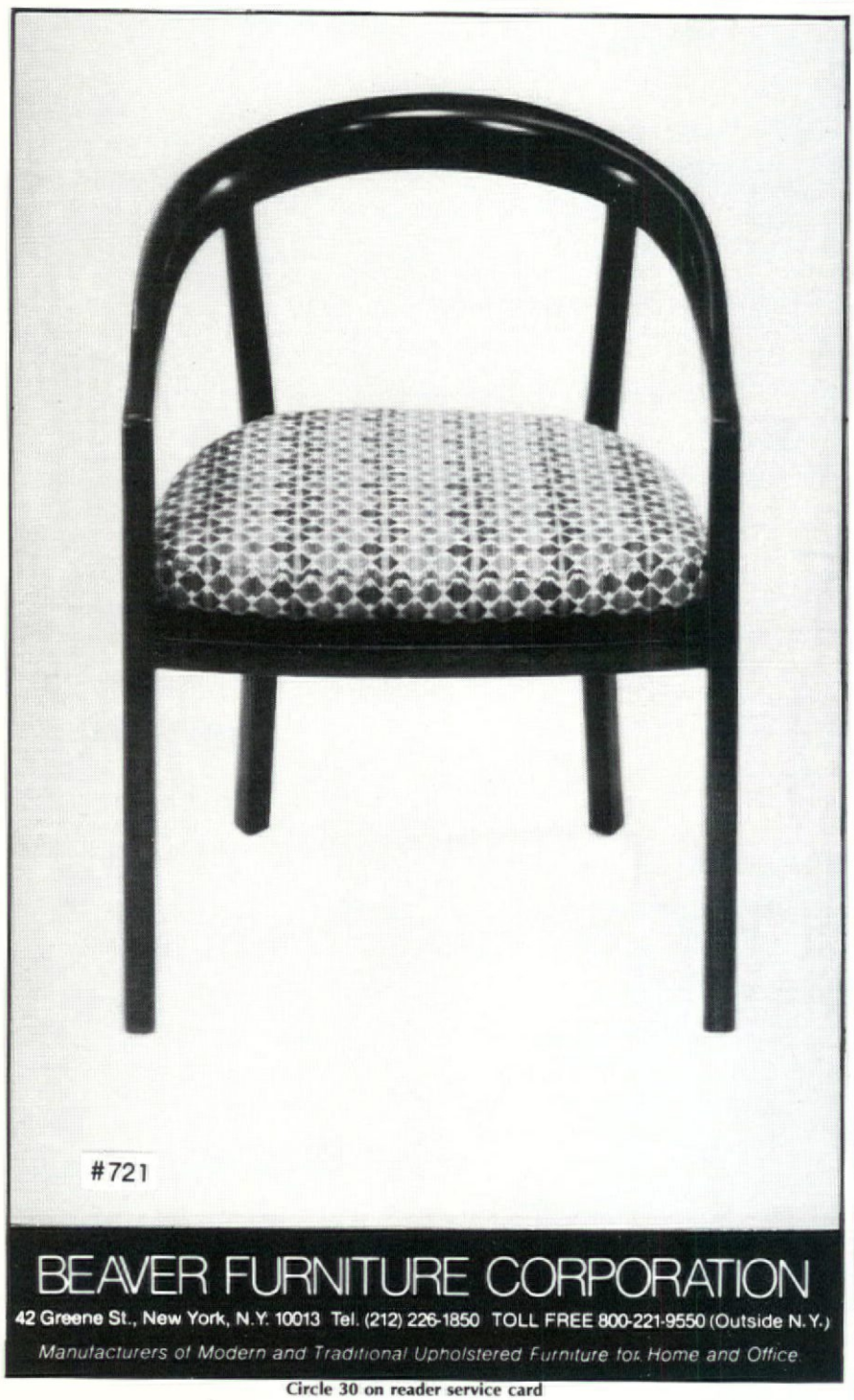
Thrasher's Custom Built Furniture,
1007 E. Pratt St.
Baltimore, MD 21202; 301/732-3255
OFFICE FURNITURE

Thunder & Light, 230 5th Ave.
New York, NY 10001; 212/696-0262
LIGHTING

Tibbet Inc., 155 S. Superior
Toledo, OH 43602; 419/244-9558
SCREENS & PARTITIONS

Victor Systems & Equipment, P.O. Box 171
Marietta, OH 45750; 614/374-9300
FILES & FILING SYSTEMS, SHELVES

Winona, Front End Carimona St.
Winona, MN 55987; 507/454-1860
TAMBOUR WALLCOVERINGS



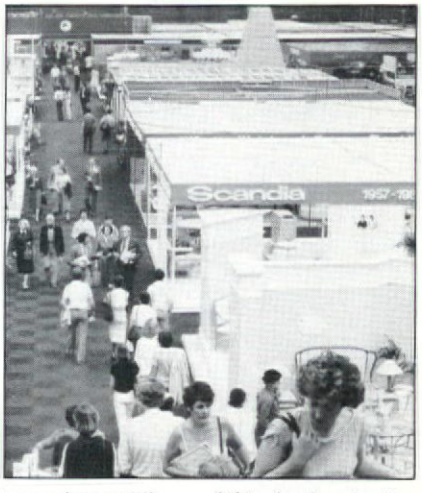
Circle 30 on reader service card

French furniture is key feature at London expo

London—For the first time in the exhibition's history, the Association of French Furniture Exporters will display products at Interior Design International. Companies such as Grosfillex, Ciolino, and Triconfort will be among those represented by the exporting association. The event will be held at Olympia, May 15-19.

In addition, with the backing of the Irish Export Board, eight Irish firms will display carpets, fabrics, and furniture. Companies committed to the event include Donegal Carpets, Thomas Manning, Providence Woollen Mills, and Tintawn Carpets.

Products to be seen at Interior Design International include office systems, lighting, floor and wallcoverings, ceramic tiles, textiles, upholstery, partitions, ceiling systems, mechanical and electrical equipment, and art. For information contact Nicola West, sales manager, Westbourne Exhibitions Ltd., Crown House, Morden, Surrey, SM4 5E8 England.



More than 300 firms exhibited at Interior Design International, held at Olympia, London, in 1982. Attendees numbered more than 18,000 and represented 62 countries.



When your eye says beauty, but logic demands performance

True beauty flows naturally from excellence in functional design.

Beauty in action: Anso® IV HP Nylon—The only fourth generation nylon heavy-denier contract fiber.

Commercial carpet of Anso IV Nylon has better soil and stain resistance, costs less to maintain and lasts longer than any other fiber.

Challenge us to prove it. Write: J. Peters, Allied Fibers & Plastics Company, P.O. Box 31, Petersburg VA 23804.

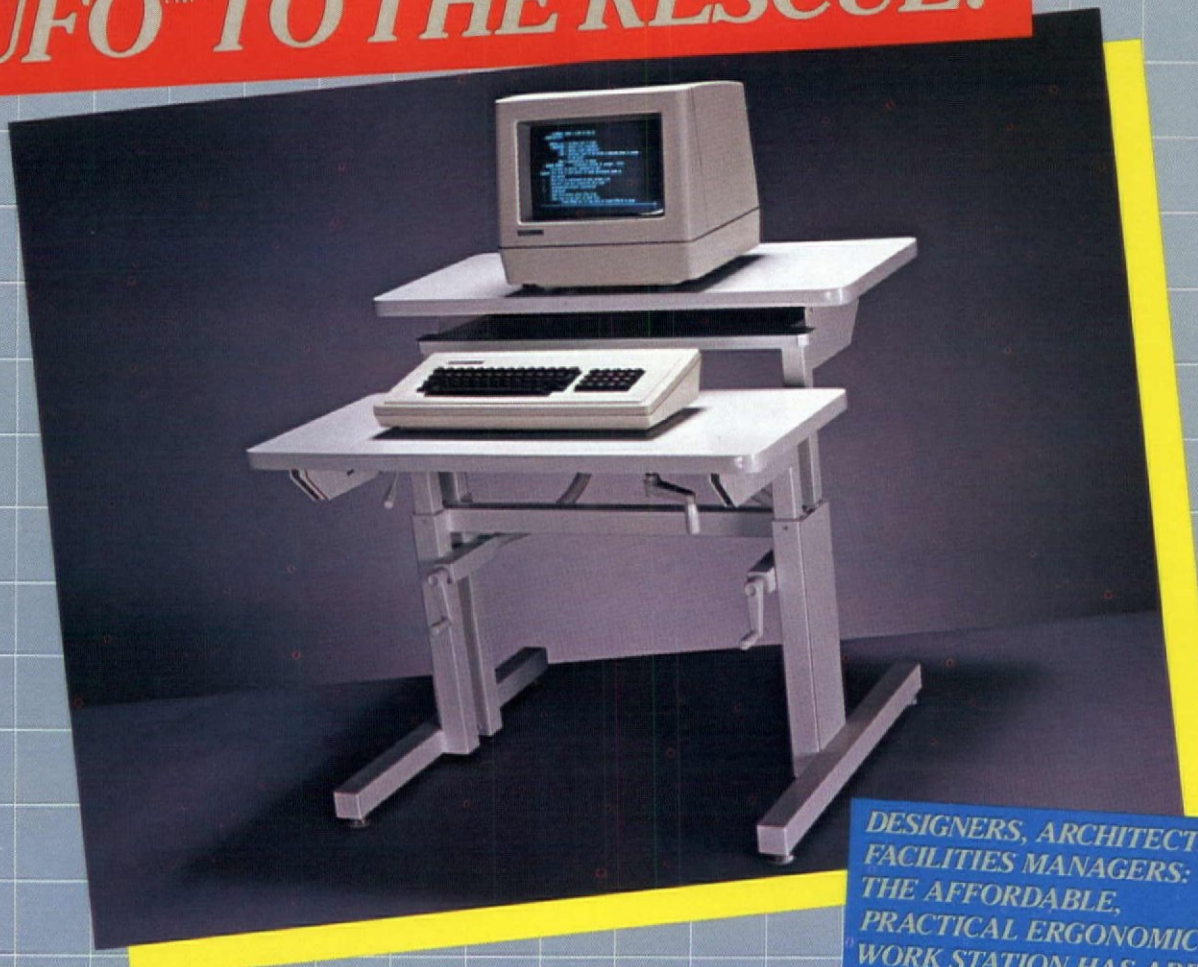
ALLIED

Anso® IV HP

ALLIED CORP. NYLON

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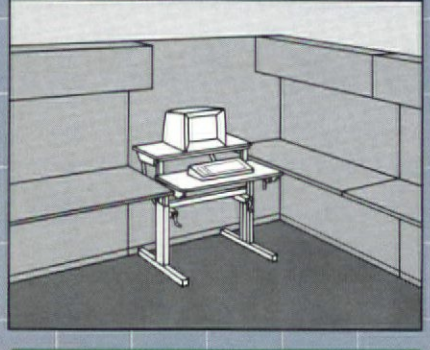
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DESIGNERS, ARCHITECTS, FACILITIES MANAGERS: THE AFFORDABLE, PRACTICAL ERGONOMIC WORK STATION HAS ARRIVED!

PANEL STATIONS BECOME ERGONOMIC

The UFO-2000 instantly converts an existing office panel station into an ergonomic work station. Systems Furniture Company will match major panel manufacturers' colors and top materials. Any 36" or 48" work surface should be replaced by the UFO-2000 ergonomic station. Special sizes from 30" to 55" are available.



THE UFO-2000 HELPS SOLVE MAJOR USER PROBLEMS

VDT users report the following major health problems as compared to non-VDT users:*

•Eye strain	52% more than non-users**
•Painful/stiff neck	47% more than non-users
•Back pain	39% more than non-users
•Neck pain into shoulders	194% more than non-users

The UFO-2000 rescues the VDT operator from many of the problems associated with work at terminals. Adjustability means comfort!

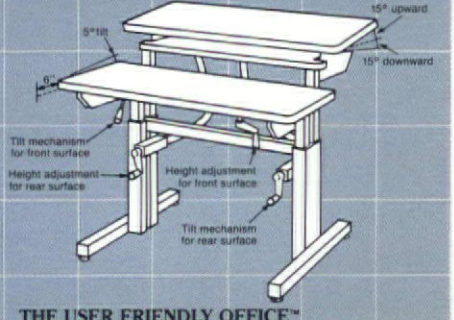
*Source: National Institute for Occupational Safety and Health, "An Investigation of Health Complaints and Job Stress in Video Display Operators," 1980.

**Calculations made by comparing the response percentage of VDT users as a percentage of non-VDT users with the same complaints.

FRONT CONTROL = COMFORT

The UFO-2000 features total front control from a seated position. Solid, durable construction provides years of trouble-free use under the most demanding conditions. The front keyboard surface provides a 5° angle of tilt and a 10" vertical range. The rear surface tilts a full 15° forward and back, and has a 10" vertical adjustment to accommodate any light/line-of-vision combination.

Price makes a difference. The UFO-2000 is priced to make ergonomic conversion affordable and easy. Productivity increases will more than pay for your UFO-2000 in 12 months, or less. The UFO-2000 is a free-standing unit. It is a part of the User Friendly Office™ (UFO™) System which was designed to fill open plan computer furniture needs. For more information on UFO™ or for a free copy of our booklet, "Planning the User Friendly Office," write to Systems Furniture Company, Box UFO, Torrance, California 90503.



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SYSTEMS FURNITURE COMPANY
2727 Maricopa Street, Torrance, CA 90503
(800) 833-ERGO (213) 533-1212

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CONTRACT QUOTES

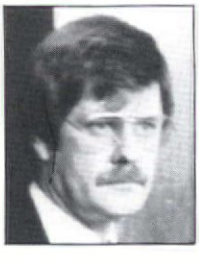
BALANCING DESIGN COST AND OFFICE ESTHETICS



Ken Walker
Principal
The Walker Group
New York—

"Office design can be pleasing. There are a host of furniture systems that can be tailored to individual need as well as myriad light and color options from which to choose. We can even opt not to specify 8-ft. ceilings, but all of these considerations have a price. Finally, space planners and clients are beginning to weigh office design cost against the resulting effectiveness of the working environment. I think we are moving toward smaller spaces devoted to work, thereby leaving enough available areas that can be given back to the employees for some other use."

BACK TO BASICS IN ECONOMIC CRUNCH



Bill Sherols
Canadian Sales Manager
Curtis Products Ltd.
Cobourg, Ontario—

"The recessionary period has not really been as critical as people want us to believe. The result of the crunch is that people in general are going back to basics—maximizing investment dollars. Primary Canadian furniture purchases are of computer support furniture by medium to large companies updating their equipment. This type of buying is the kind people rationalize in a tight economy. Since it is dificult to hire and keep good computer operators and programmers, companies are willing to make large initial investment in the environments that serve these people in hopes of reducing life-cycle costs brought on by fast turnover."

EDUCATION FOCUS SETS PACE AT EXPO



Michael Cameron
President
Ambiant Ltd.
Toronto—

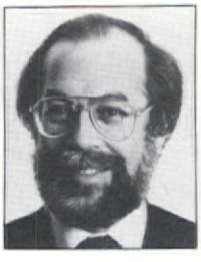
"Canexus, the Canadian office furniture manufacturers exhibition, is different from Designer's Saturday. Because there is a registration fee, it draws the cream of the space planning crop—the working professional from the U.S. and Canada. Attendees are attracted to seminars as well as product displays. The entire program has a strong educational bias and is intended to seize upon a theme specifiers are interested in learning more about. In addition, by setting up a design council comprised of specifiers and manufacturers, Canexus offers attendees what they really want to see and makes them feel part of a solution and educational approach."

EUROPE OFFERS GOODS FOR COMPUTER SUPPORT

Mike Levitas, President.
Office Suites Inc., Chicago—

"On my recent visit to Europe, it struck me there is a tremendous amount, and variety, of computers and electronic equipment. The problem from our perspective is what will the user need tomorow? How do you anticipate what IBM and 100 other companies will be doing? We try to stay as flexible as we can. The Europeans had some interesting ideas. Deeper typing returns are important. In Europe, I saw a lot of adjustable returns for CRTs so terminals can be used separately. Europeans are approaching design differently, but they aren't ahead of us in design of wood furniture and casegoods. Their offices seem to be bigger, because their furniture is more spread out and less vertical. But, in seating, they are far ahead of the United States."

CAN PLANNERS LIMIT HUMANISM IN DESIGN?



Benedetto Pucio
Assistant Design Director
HLW
New York—

"We must translate the easy words of 'quality' and 'caring' into humanistic programatic comments that can be wrapped in flesh and infused with life and dignity. The truth is, however, that we cannot discuss caring or quality in a vacuum. We must face up to the major issue: what do they cost and who pays for them? Caring costs dollars, but not caring enough can cost lives. The latter is not a viable option. Can we put a limit on caring or on cost?"

NEW PROJECTS BRIDGE CANADA-U.S. GAP



Scott Levy
National Sales Manager
Business Accessories
Toronto—

"Canadian designers are now as well-informed as U.S. specifiers. This was not the case several years ago. Canadian planners are becoming more nomadic. They are going into Western Canada and are getting assignments throughout the provinces through developers. In addition, as Canadian companies grow more prominent in the U.S., they are hiring Canadian specifiers to design headquarters and branch offices in U.S. cities."

When it's Time, Specify;

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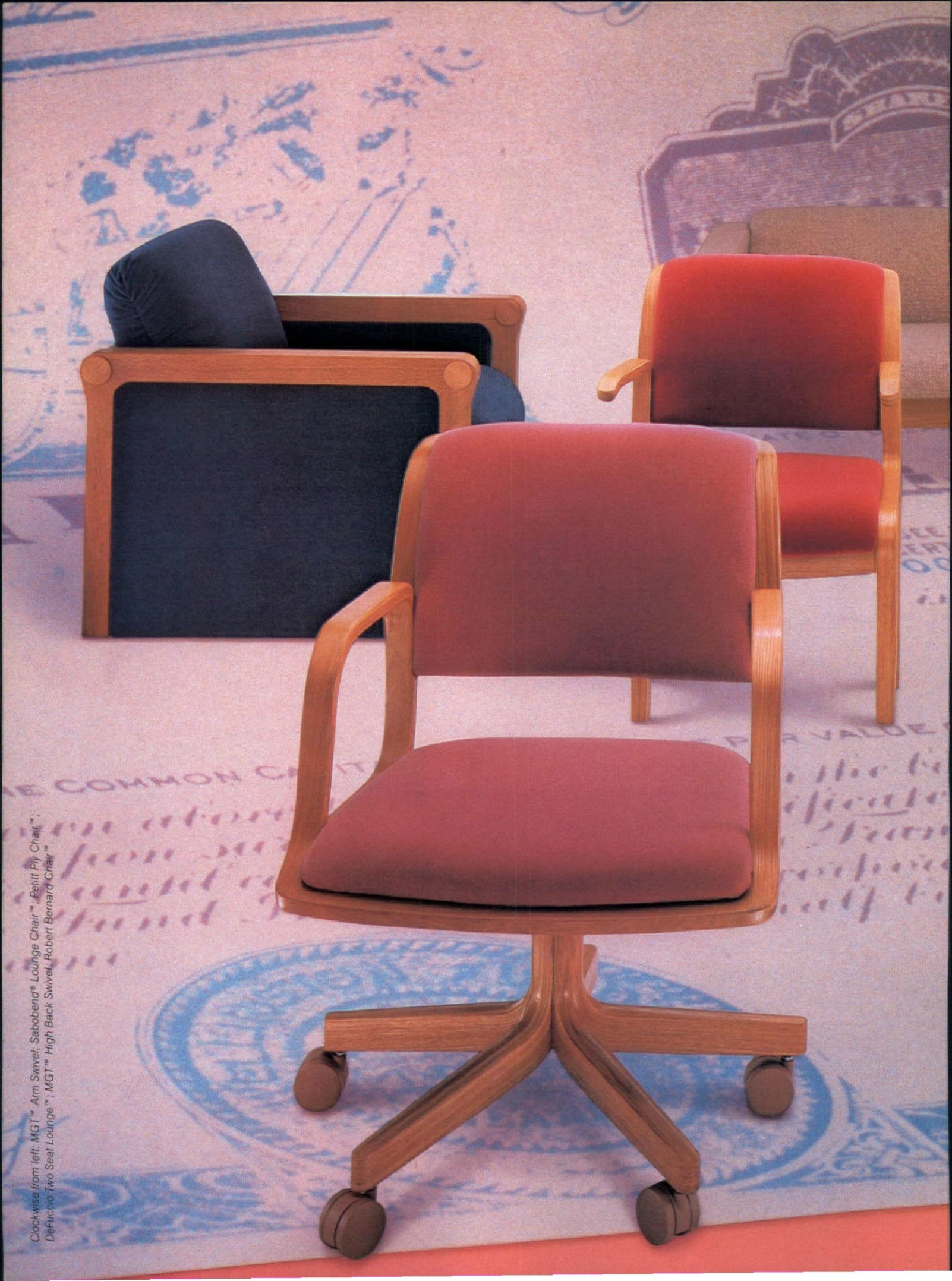
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And so are the most discriminating designers and specifiers,
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Marketplace traffic has been so busy that 7 showrooms have expanded
their spaces, and 12 new showrooms have opened.
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Mid-Atlantic Region Residential and Contract Design Center
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Clockwise from left: MGT™ Arm Swivel; Sabobend® Lounge Chair™; Petitt Ply Chair™; DeFuccio Two Seat Lounge™; MGT™ High Back Swivel; Robert Bernard Chair™.



Furniture for the Executive Office.

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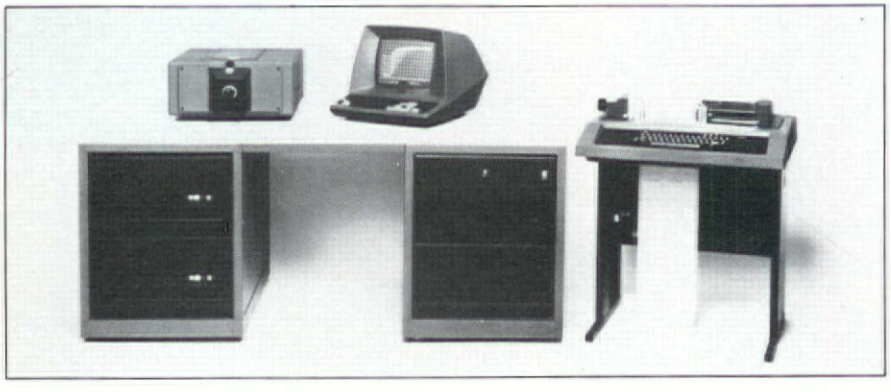
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(717) 845-6666

Varied shelf sizes increase computer printout storage options



Aurora Steel Products introduces a high-density computer printout storage system for use with the company's Quik-loc™ shelving. Comprised of an aluminum channel and nylon T-bar, system is offered with standard shelves in 12-, 15-, and 18-in. depths and is available in standard heights. Bound printouts mounted on the T-bar slide in and out of the channel for storage and retrieval. Units are installed without tools or fasteners and are available with laminate worksurfaces and acoustical end panels. **Circle No. 388.**

Accurate color matching is now computer-controlled by system



Macbeth, a division of Kollmorgen Corp., has developed a computer match prediction and batch correction method for paint, textiles, and plastics. Automatic match programs permit evaluation of new colorants so new designs or shade ranges can be quickly matched. Called the CMS/III system, it can be used by two operators simultaneously. **Circle No. 339.**

New CAD system simplifies furniture menus

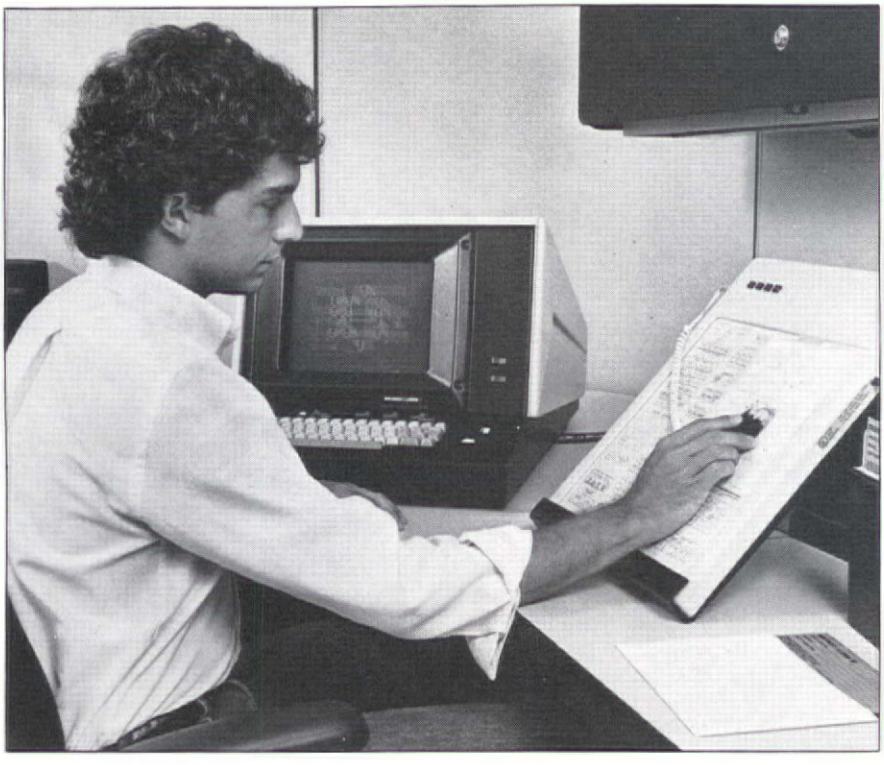
Arrigoni Computer Graphics' updated Touch 'N Draw CAD system offers simplified furniture menus that allow users to easily adapt programs to individual project requirements. System offers users 90 different office furniture systems selections for a total of 30,000 items. Programs are capable of identifying product finishes, trims, colors, heights, and electrical power requirements. They will also register part numbers, locate and display prices, and perform materials and cost analyses for users. **Circle No. 387.**

Video equipment stored on cart



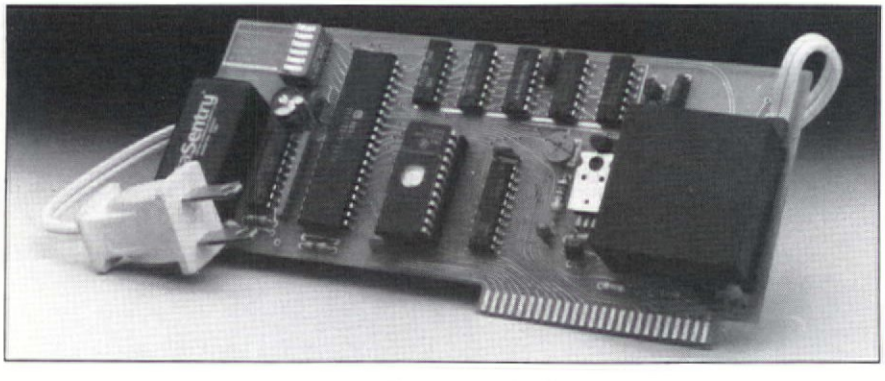
Video units, table tapes, and monitors are accommodated in compact cart. From the "Fineness" series of United-Orient Co., carts come on casters or in standard shelf styles. **Circle No. 338.**

High-speed drawing processor handles "A" to "E" size drafts



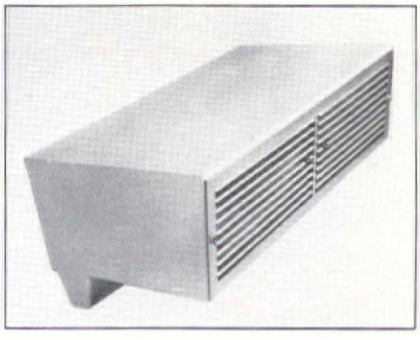
Bausch & Lomb offers "The Producer," a high-speed drawing processor, with an interactive drawing station. Unit features a large work area for the drafter, an electronic drawing board, and a plotter station capable of handling "A" to "E" size drawings. Stations can be operated separately or simultaneously, Scales, templates, rub-ons, lettering guides, and drafting table are not needed with this system. A leasing program is available. **Circle No. 389.**

Energy control circuit interfaces with Apple II computer systems



Without the need for hard wiring, the PC-1 from Bi-Comm Systems Inc. plugs into standard outlets and interfaces with Apple II and Apple II Plus computers for building energy management. Built-in clock and calendar allow direct communication over powerline to operate 256 Leviton/BSR remote control devices for building climate, lighting, appliances, and HVAC. Unit, which measures 7-in. by 3-in., plugs directly into any I/O slot in the Apple computer system. Included in the interface is a bi-directional carrier "Real Time" clock with battery back-up and full recharge capability. **Circle No. 333.**

Particle-removing air curtain operates within an 18-in. range



Mars Air Doors introduces a laminair flow air curtain with an HEPA (high efficiency particulate air) filter that sterilizes air in hospitals and commercial plants. Unit is installed inside and above room openings and disperses an 18-in., vertical, dust-free air flow to the floor. Rate and direction of flow is adjustable. Heavy-duty electronic motor includes sealed ball bearings. **Circle No. 390.**

Projector locks slide focus



Singer's "Caramate 4000" slide projector automatically locks focus in dual-purpose sound/slide system. Unit has built-in 9- by 9-in. rear screen for individual or small group presentations. "Magna Frame" optics permit enlarging screen images 50 percent for detailed viewing. System accommodates slide programs cued to 1000 Hz on standard audio cassettes. Stop/pause cueing permits a program pause at pre-selected intervals. **Circle No. 335.**



Hyatt Regency – Crystal City, Virginia



Las Colinas, Dallas, Texas



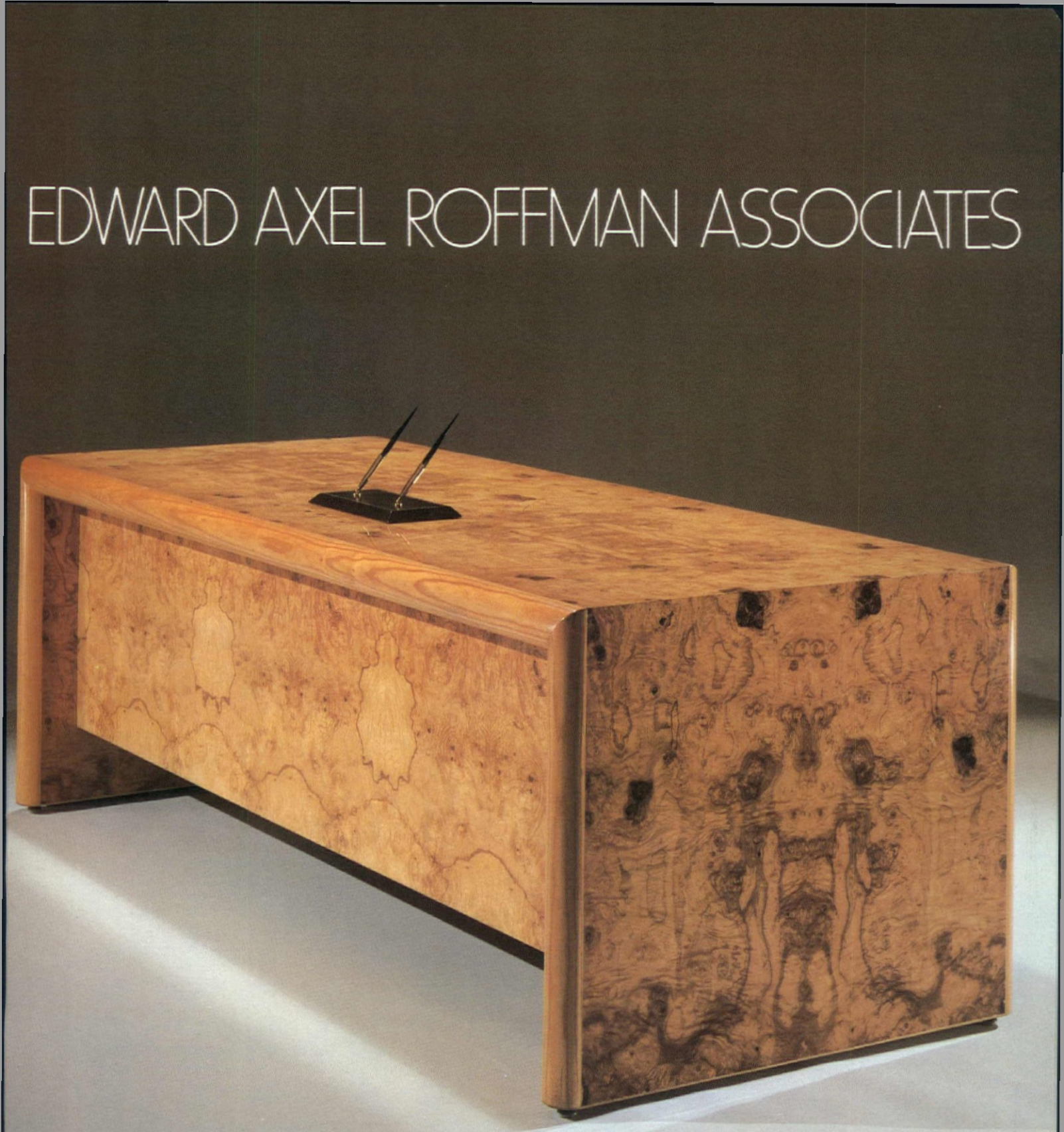
Mandalay Four Seasons, Dallas, Texas

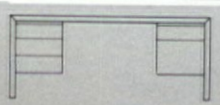
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EDWARD AXEL ROFFMAN ASSOCIATES

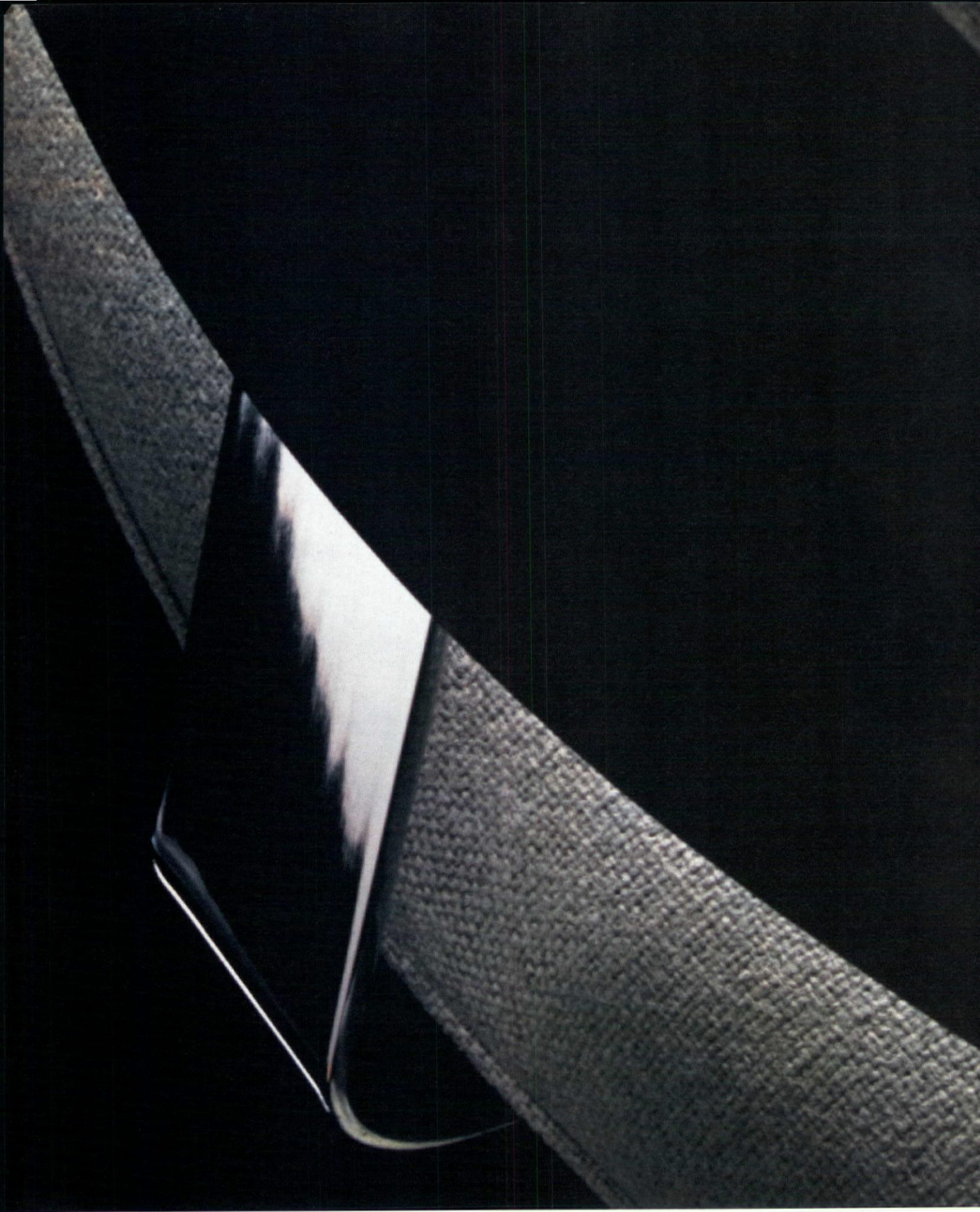




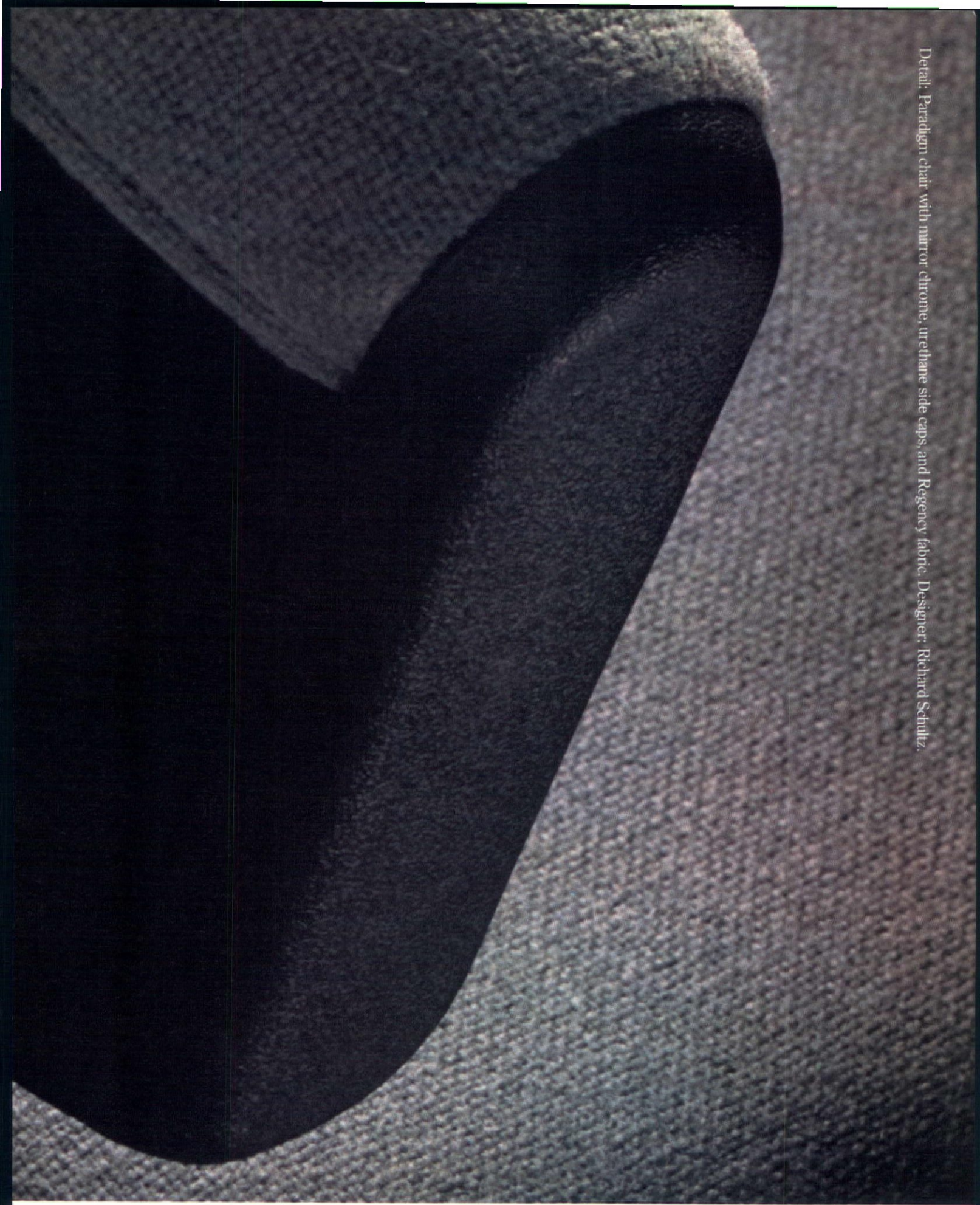
50/7236 COOD DESK
OLIVE ASH BURL

New York, EDWARD AXEL ROFFMAN ASSOCIATES INC., 430 EAST 59TH STREET, (212) 753-4252
Chicago, 958 Merchandise Mart, (312) 329-9113
Dallas, Sutherland Contract, Inc., 629 World Trade Center, (214) 742-7772
Los Angeles, The G. Showroom/Gail Epstein, 267 Pacific Design Center, (213) 659-8302

Circle 36 on reader service card



There are now Stow/Davis chairs for people below the rank of chairman, president and executive vice president.



Detail: Paradigm chair with mirror chrome, urethane side caps, and Regency fabric. Designer: Richard Schultz.

©1982 Stow/Davis

SD

STOW|DAVIS

GRAND RAPIDS



Photos by Fiona Spalding-Smith

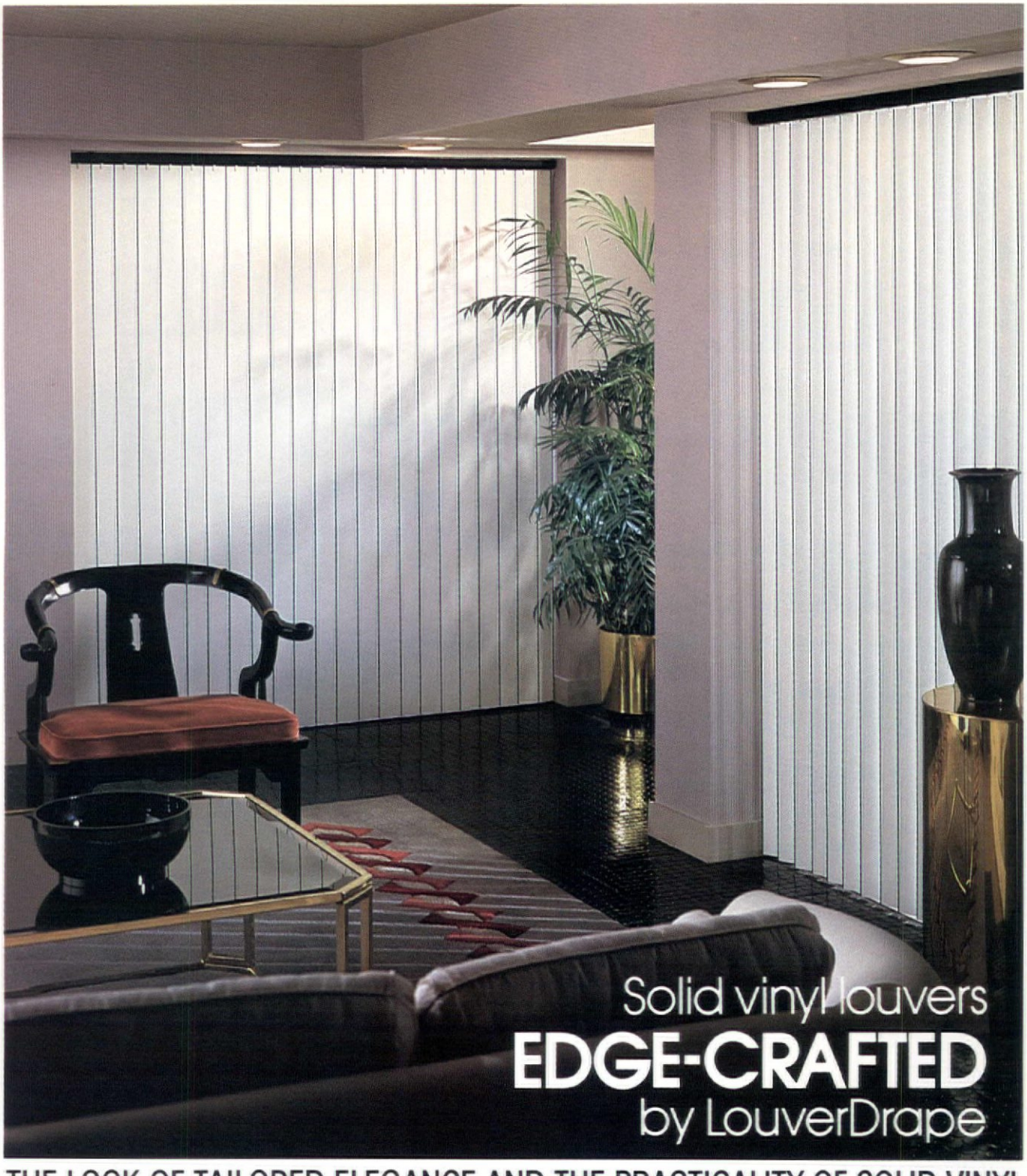
Planners unify factory/showroom space by matching finish & furniture hues

Careful selection of interior finish colors that match those offered on Kinetics furniture enable planners to unify the furniture manufacturer's new 100,000-sq.-ft. factory, office, and showroom facility, Toronto. This design cohesiveness also serves to make the total space an effective showcase for Kinetics furniture during all phases of production.

Among key design features found in the space is planners' use of columns in colors correlating with the firm's Kinkote finish line to camouflage ducts and mechanical equipment. These elements permit smooth transition from open industrial settings to office and showroom areas and further enhance design continuity throughout the facility.

Located near the Toronto airport, the new, two-story facility offers complete visibility of plant operations from second-floor offices. An open stairwell connects manufacturing and general office areas. Since offices are fitted with Kinetics furniture prototypes which are tested in-house before they are slated for production, designers wanted visitors to see products in progress while viewing them in completed form. Thus, the second floor overlook again establishes the total factory/showroom space as a display case for furniture.

Engineered by Young & Wright Architects, Toronto, with interior space planning by Kinetics designer Chris Corner, the project is now a finalist in the Canadian Governor Generals Awards Program for Architecture, honoring Canadian design excellence.



THE LOOK OF TAILORED ELEGANCE AND THE PRACTICALITY OF SOLID VINYL

Solid vinyl louvers, EdgeCrafted® by LouverDrape® are an exciting new vertical blind idea. EdgeCrafting® in complementary colors gives the louvers an accented quality that provides a neatly tailored and boldly decorative look. A look vividly different from plain, single color, solid vinyl louvers.

The EdgeCrafted® accent color is inlaid by LouverDrape,® a permanent part of the louver. Not laminated or painted on, the accent edge is an integral part of the louver formed during the extrusion process.

Solid vinyl louvers, EdgeCrafted® by LouverDrape® retain the energy efficient advantages on plain LouverDrape solid vinyl louvers. They are extremely effective in rejecting solar heat at the window in the summer and effective reducing the heat loss in winter. And because they are vertical, they collect no more dust than a wall.

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SANTA MONICA, CA 90401

Circle 37 on reader service card

Karastan has all but eliminated the problems you've faced with patterned tufted carpets.

Mismatched patterns. Delamination. Dimensional instability.

To solve these very common problems, Karastan came up with a very uncommon solution: Kara-Grid.

Kara-Grid is Karastan's new patent-pending process which combines the design precision and structural integrity of weaving with the economy of tufting.

All Kara-Grid carpets are given our unique single backing called Grid-Loc which serves to reinforce the superior body, strength, and heft of these new yarn-dyed, multicolor, patterned tufted carpets.

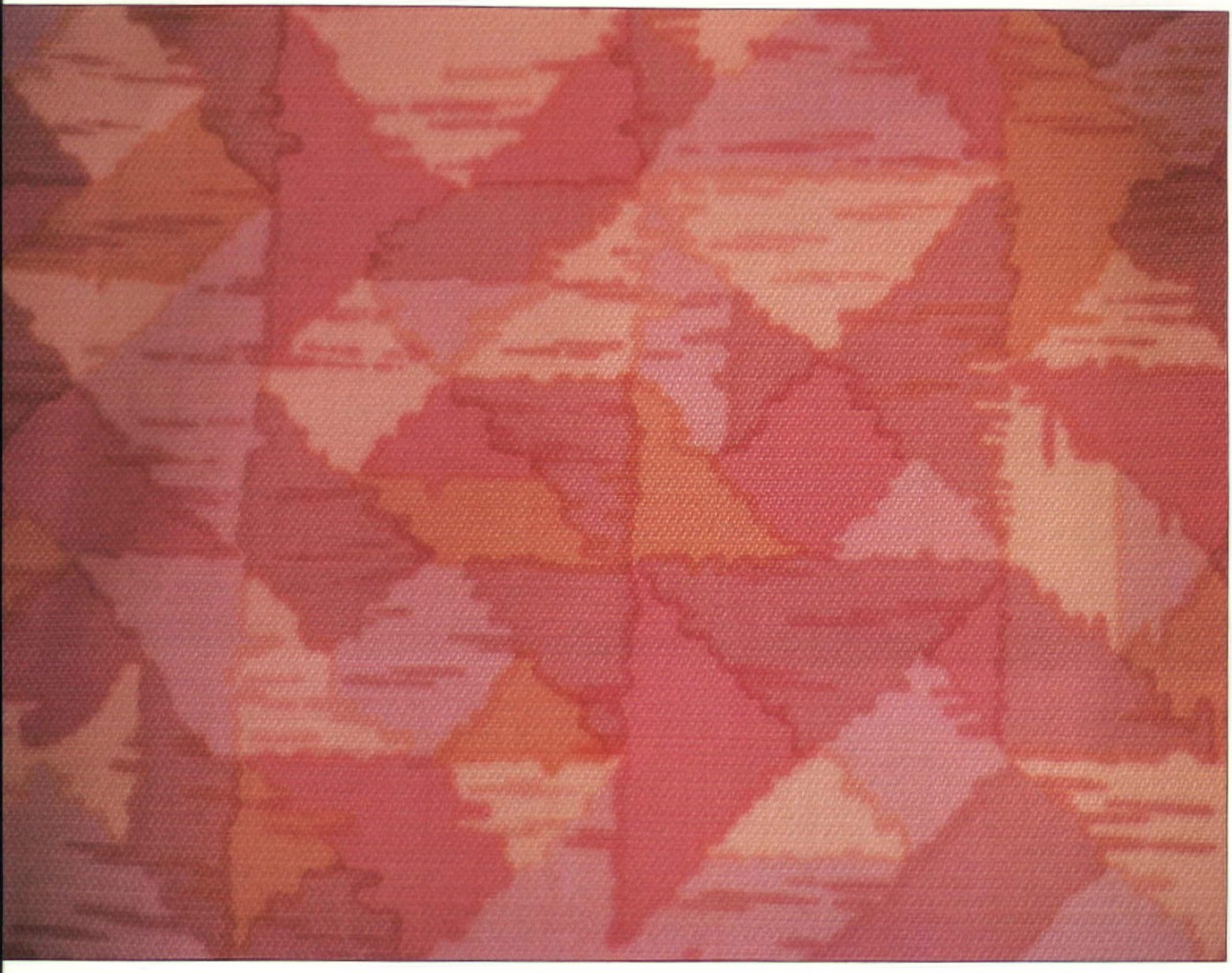
The Kara-Grid carpet shown here, Data Bank, is part of our new Design Coordinates Collection fashioned of soil-concealing, built-in static-control DuPont ANTRON® III nylon.

Of course, it goes without saying that our new line has all the subtle beauty and elegance that Karastan is known for. But we thought it was worth mentioning, anyway.

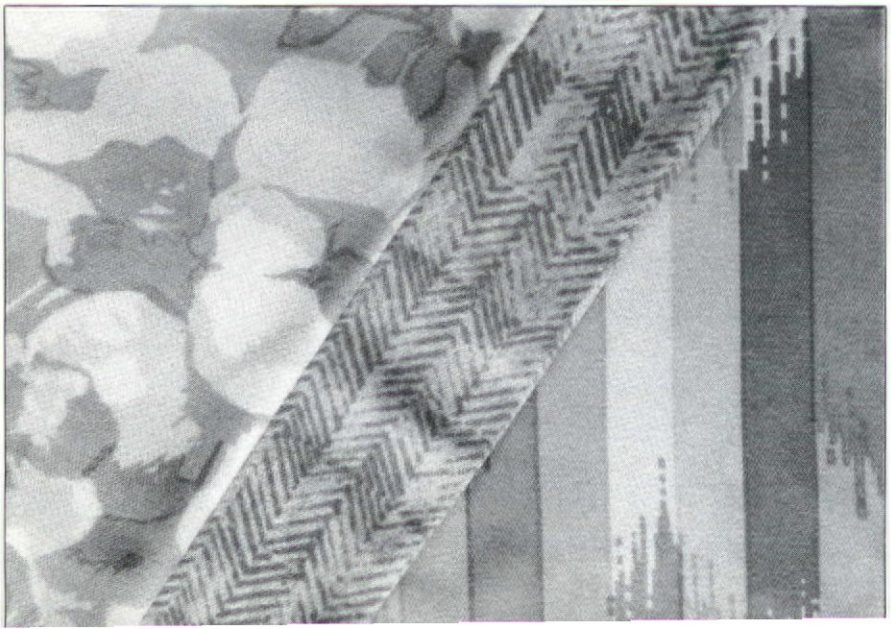
Karastan®

Karastan Rug Mills, a Division of Fieldcrest Mills, Inc.

Sun by Alan



Colorful fabrics are weather-resistant to permit greater contract usage



Island Cloth Collection from Boris Kroll is a collection of Orlon print and companion solid fabrics that are treated for mildew-, sunlight-, and abrasion-resistance. These added features suit textiles for use in hospitality settings and other commercial public spaces.

Among patterns offered is "Scimitar" (above), a bold geometric in six colorways. Dimensions are 50-in.-wide with a 13.5-in. repeat.

Also available are "Weekend," "Hebrides," and "Kutani" (from left to right). Each pattern is offered in five colorways with a different width and varying repeats. **Circle No. 357.**

JG/TSD

Terminal Sharing Device

Electric Terminal Table

Sharing lowers equipment cost, improves utilization and reduces computer response time. Users get more personal space and a healthier environment.

Two electric motors elevate the keyboard and screen at the touch of a button. The screen platform tilts to eliminate glare, while the keyboard platform adjusts in and out to optimize the keyboard-to-screen distance. All adjustments can be effortlessly controlled by a seated user.

Available in rift oak, mahogany or walnut veneers and many laminates, the Electric Terminal Table matches all of JG's systems and desks. The unit may serve as a freestanding table, or as a return attached to a Reveal desk (shown below).

JG's Articula Chair, also shown below, is easily adjusted by each user who shares the terminal.

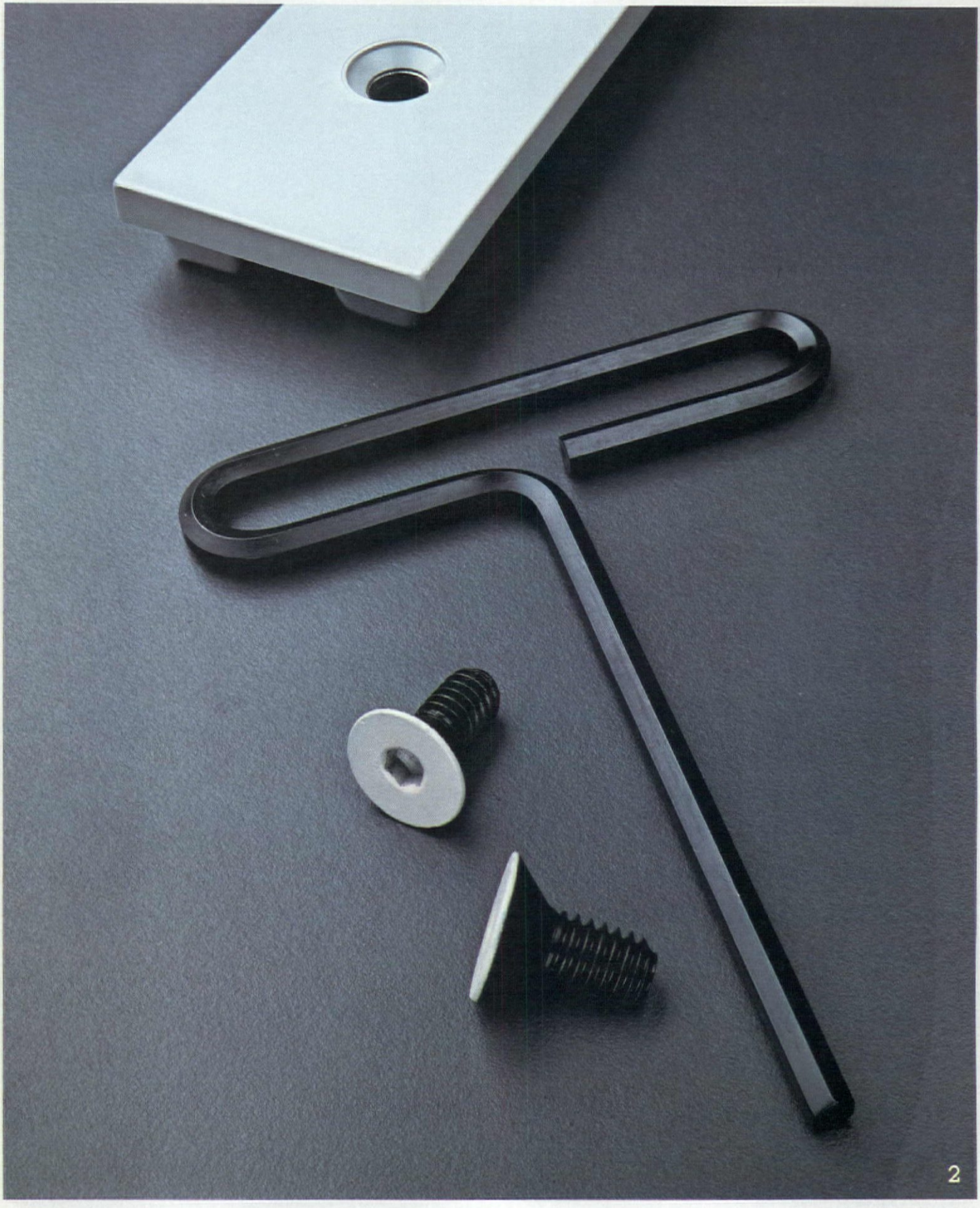
For more information, request the Electric Terminal Table brochure, JG's White Paper on Terminal Sharing Devices, and the Articula Chair brochure.

JG Furniture Systems
A Division of
Burlington Industries
Quakertown, PA 18951
215 536 7343

Circle 125



SIMPLICITY. THE KEY



TO OUR SUCCESS.

If the true beauty of an open office system were only skin-deep, Pleion could be faced with a rash of competition.

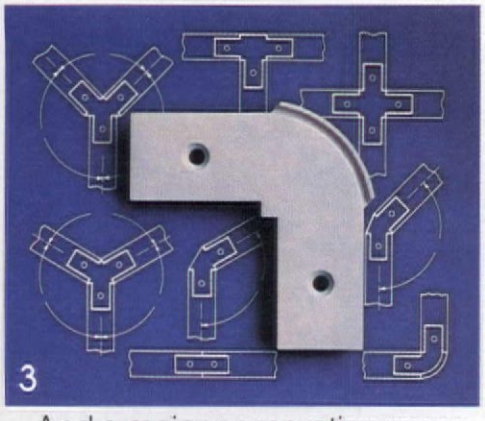
1 Fortunately, the true beauty of a Pleion system *is* the system.

Because not only are the aesthetics clean, pure, precise. The design is devastatingly simple.

How simple?

Recently, one man—in one day—installed 275 of our panels.





And a major corporation reconfigured over 5,000 Pleion panels in less than a week.

A large portion of the credit goes to the 2 Pleion tool kit. That's it on the facing page.

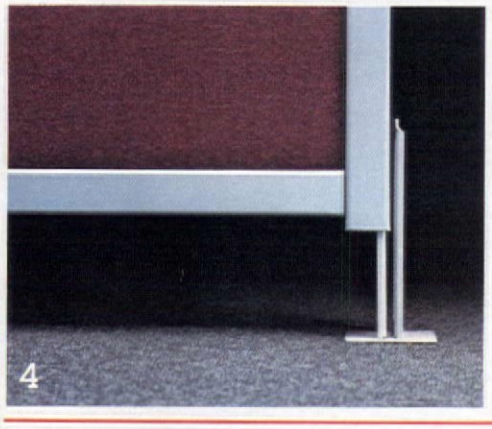
3 We use it for the rigid steel—no hinge, no post—panel top connectors.

The bottom connectors 4 simply slide in.

And the Pleion electrical/communications system, 5 PowerGrid®, is equally impressive. You can opt for a desk-level raceway instead of floor-level, or opt for both. Each raceway handles up to three 20-amp circuits and sixteen 25-pair communications cables without blinking. And without tools.

The key once again, is simplicity—only three parts. Our snap-in duplex module, a pass-thru module and a *hand-latching* power harness.





We even make specifying a snap.

We offer panel widths from 12" to 72," heights from 30" to 96."

6 Plus ten enamel colors. Three plexiglass. And twenty-five fabrics—with the ability to tuck a new fabric, without disassembly, whenever it suits you.

And all connectors and electrical components are included in the price of the panel, making your job even easier.

Such consistent dedication to simplicity has not gone unrewarded. Our name is spreading among the Fortune 500 as quickly as our panels.

Which doesn't really surprise us.

After all, with a system this easy to specify, this easy to assemble and this easy to reconfigure, success was sure to follow.

It's really very simple.

For a no-obligation demonstration of the complete Pleion open office simplicity concept—in your own office and in 45 minutes—call Patty Johnson at 800-222-3322 or write to us today.

We even make color coordinating simple. Call or write for your free 6 Pleion color selector kit today.



PLEION CORPORATION

It's simple.

1402 E. Chestnut Avenue, Santa Ana, CA 92701

Circle 38 on reader service card







Three desk styles offer choice of period decor

For the first time in the company's history, La-Z-Boy Contract, a division of La-Z-Boy Chair Co., is offering a desk furniture line. The desks, available in three styles, come in several sizes. Matching pieces are also available.

All desks feature 26-in. drawers treated to prevent warping. Other drawer features include dovetail joint construction, 100-lb. load capacity, adjustability, ball-bearing suspension, pencil tray storage, and central locking systems.

"Ventura" (top), the contemporary style, features rounded edges, matched veneers, and concealed finger pulls. This six-piece collection includes two executive-size, double-pedestal designs; right- and left-"L" secretarial models; credenzas; and a boat-shaped conference table. Available finishes are medium-tone oak and walnut.

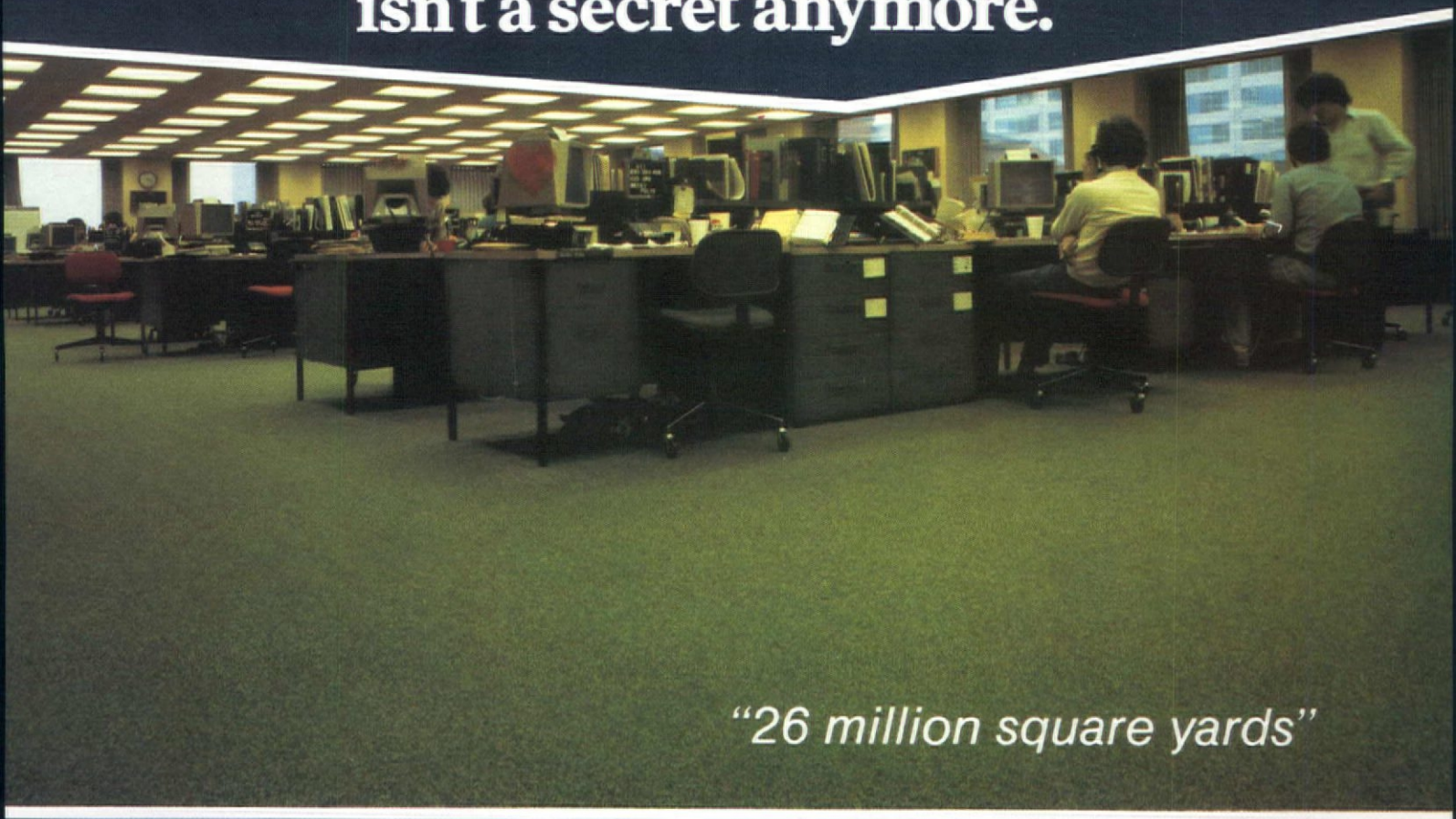
"Yorktown" (bottom), a traditional collection, shows 18th-century influences. Group offers mitered tops, solid wood moldings, bookmatched walnut veneers, and brass hardware. Finished in a hand-rubbed soft amber, this style includes executive double-pedestal designs in three sizes: right- and left-"L" secretarial desks; credenzas; two-door telephone cabinets; rectangular conference tables; and two- or three-shelf bookcases.

Bookmatched walnut veneer are also featured in the contemporary "Brookside" collection (center), which combines brass accents, and radius edges with textured-leather laminate tops. This six-piece grouping includes two executive double-pedestal designs; right- and left-"L" secretarial desks; credenzas; and two-door lateral files.

All secretarial desk models are offered with 24-in. returns that accommodate computer terminals. **Circle No. 362.**

Mohawk Woven Interlock

The world's best kept secret... isn't a secret anymore.



"26 million square yards"

Nine years ago Ohio Bell Telephone installed 40,000 square yards of Mohawk Woven Interlock carpet. Today, nine years later, the same carpet is still in service performing well. During that nine year period Ohio Bell Telephone has continued to specify and install Mohawk Woven Interlock carpet in many of their facilities from offices to cafeterias, from engineering departments to switching centers...Mohawk Woven Interlock carpet continues to perform.

The last word in proven performance.

Mohawk Woven Interlock of Antron III nylon has quietly been proving itself to be the toughest, most durable carpet construction ever. Starting with Mohawk's famed Duotron, over 26 million square yards have been installed over the last ten years. It's become today's performance leader for all kinds of heavy traffic areas. And it's the number one specified carpet for schools.

The reason is simple. Mohawk's Woven Interlock heavy duty construction is a superior construction. The pile loops are coiled like springs in opposite directions, springing back after each step to defy crushing and matting. Backing and face yarns are totally interlocked to eliminate the problems of snagging, running and delamination. But outstanding performance isn't our only advantage.

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IBD Product Design Award



Carpet: IBD award winner, Baronial Plaid. Installation: Rax Roast Beef restaurant, Columbus, Ohio.

Get the complete facts on Mohawk's Woven Interlock products. Contact your local Mohawk representative today.



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Merchandise Mart plans 15th year celebration of NEOCON

A 15th anniversary celebration of the biggest contract show on earth is planned by the Merchandise Mart in Chicago for NEOCON 15, June 14-17, 1983. Highlighting the event will be one of the most ambitious seminar and workshop programs to be developed by Mart management, according to James Bidwill, NEOCON director. Also projected will be one of the most extensive exhibits of foreign contract products that will be shown at NEOCON International in the Expo Center directly across the street from the Merchandise Mart.

To highlight the 15th anniversary year, a special logo (shown on these pages) has been developed to signal the design aspects of the four day event.

A sampling of the new introductions by exhibitors is depicted on these pages. CONTRACT's April NEOCON preview will feature more new offerings while the May issue will highlight the "faces and spaces" of NEOCON 15, as well as product introductions and special events for specifiers. □



Cramer *will offer the KeyStoke™ series VDT support tables and universal printer stand. Tables feature independently adjustable keyboard and VDT surfaces. Paper feed/catch trays are available for the printer stand.* **Circle No. 344.**



Electronic data support furniture from **Kimball** *includes returns with deeper worksurfaces for computers, slot-top printer table with paper feed and catch shelves, and mobile task tables. Items feature walnut veneers with matching finish.* **Circle No. 354.**



Shelby Williams *will show its laminated veneer arm chair with contoured back and seat designed by Karl Erik Ekseluis. Constructed of molded plywood with foam-padded upholstery, product measures 22-in. wide/deep and 33-in. high.* **Circle No. 341.**



Precision's *latest entry features acoustical panels in various fabric colors. Also offered are straight or curved transparent panels. Other components include worksurfaces, pedestals, CRT platforms, and power facilities.* **Circle No. 355.**

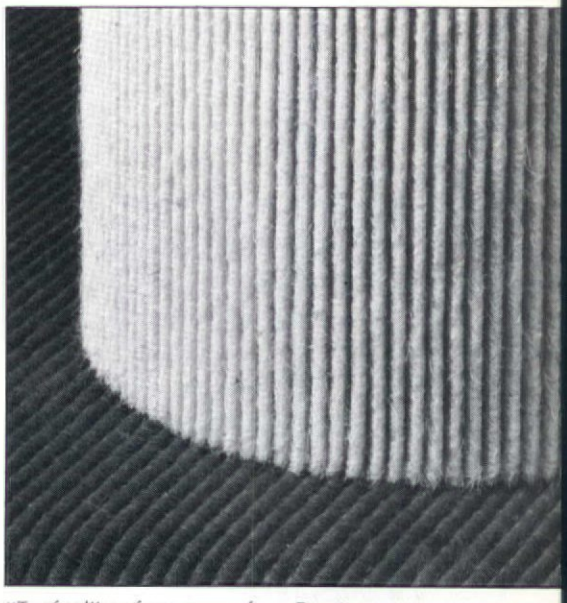




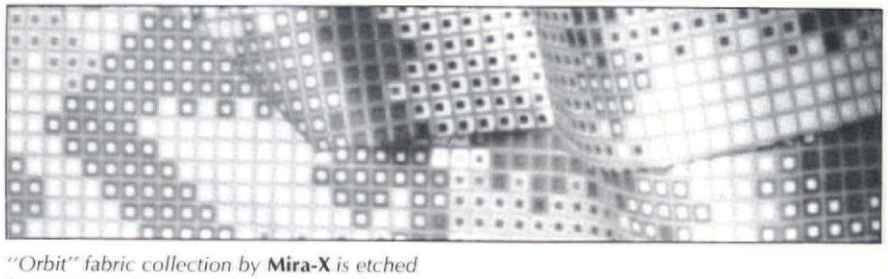
"Gamma" series chairs from **Davis Furniture** *offer three upholstery options including standard channel, padded cushion, and thick leather seats. Also available is a new bronze tubular base.* **Circle No. 340.**



The Pace Collection *will show its modular "Pace/Olivetti Synthesis 80" collection designed by Ettore Sottsass, Jr. Integrated units include several table and desk sizes, pedestals, and storage cabinets. Group has natural oak or walnut tops coordinated with beige steel side panels and chrome bases.* **Circle No. 351.**



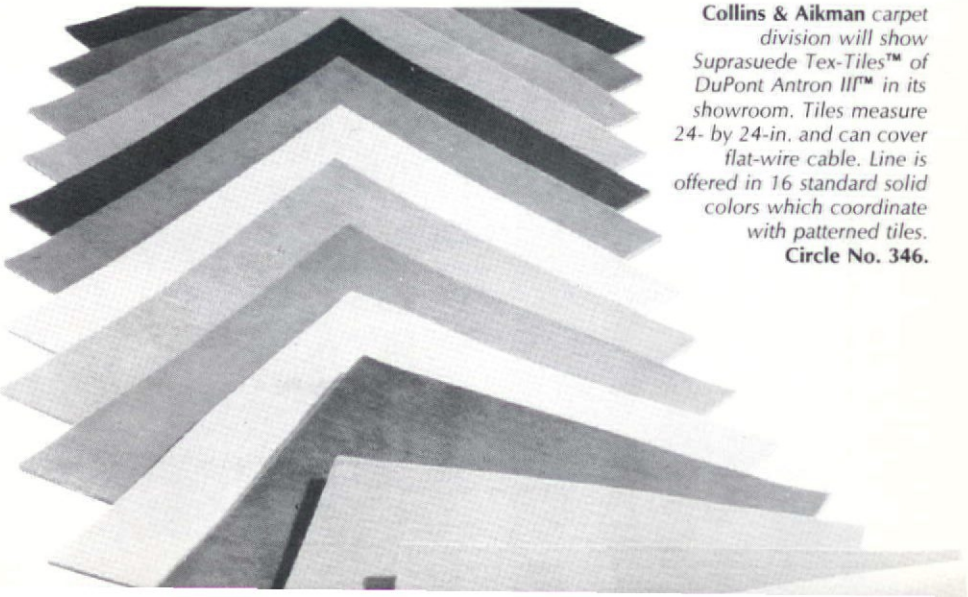
"Tretford" surface system from **Eurotex** *consists of coordinated broadloom, movable modules, and "Acousticord." The latter features corduroy-like ribbing and is applicable for various surfaces in many colors.* **Circle No. 348.**



"Orbit" fabric collection by **Mira-X** *is etched between squares to produce a screen-like pattern. "Mira-Columba" (shown) designed by Verner Panton is offered in cotton cretonne in eight colors.* **Circle No. 356.**



Peter Pepper Products *will introduce a new "Ash and Trash" receptacle of ABS plastic available in three colors. Smoking stand has removable ashtray of black melamine. Trash portion has self-closing lid. Product measures 10-in. wide by 20-in. high.* **Circle No. 349.**



Collins & Aikman *carpet division will show Suprasuede Tex-Tiles™ of DuPont Antron III™ in its showroom. Tiles measure 24- by 24-in. and can cover flat-wire cable. Line is offered in 16 standard solid colors which coordinate with patterned tiles.* **Circle No. 346.**



NEOCON COUNTDOWN



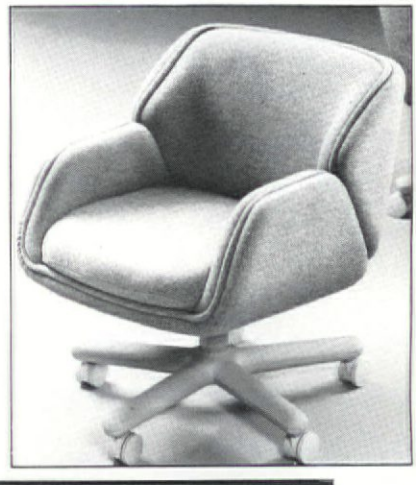
Intalite's *"Magnagrid" open cellular ceiling in black enamel enhances the renovated eighth floor public areas of the Mart. This floor is now exclusively devoted to the contract market.* **Circle No. 343.**

Stendig *will preview "GINA" chair series in three styles: side chair, closed-arm version, and the original with stretchers. All are constructed of beech frames with various finishes. Upholstery is from the firm's textile line.* **Circle No. 353.**

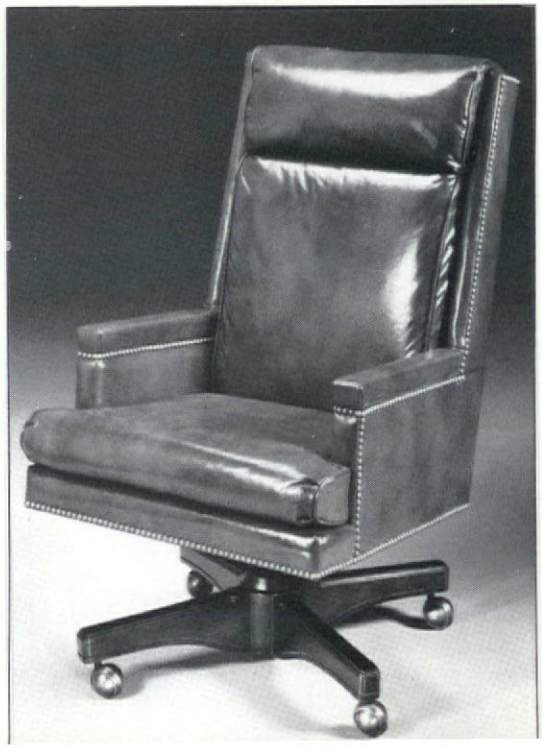


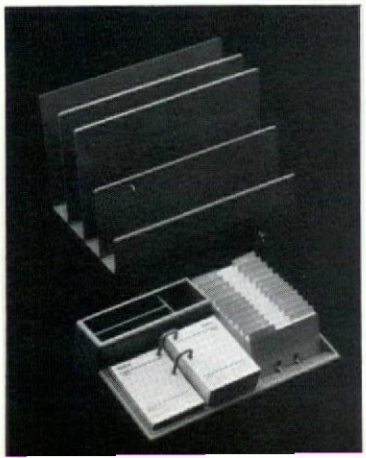


Thonet's *RBS swivel seating system features fully upholstered high- or low-back styling with a five-star base of non conductive, microcellular, integral-skin urethane. Designed by Robert Aronowitz and Bernard Katzanek, chairs are available with adjustable seat height mechanism.* **Circle No. 345.**



Vecta Contract *introduces new upholstery option for "Wilkhahn FS" series high-back and manager chairs. Band linking front and rear material now comes in matching fabric.* **Circle No. 347.**





Smokador *will feature "Modu Plus 6000" series modular plastic accessories for conventional desk top use or panel mounting in open office systems.* **Circle No. 352.**

Leathercraft's *executive chair will be shown with individually driven brass nails, wood base, high back, and tilt/swivel. Item is available in 249 colors of leather.* **Circle No. 350.**

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international
collection

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dallas	214/747-7130	los angeles	213/652-5450	st. louis	314/241-8431	toronto	416/368-3051

Circle 41 on reader service card

Obvious
Isn't Alwa



The beauty of a carpet often can be quite subtle. In an office, its muted tones may reflect the taste of the people who work there. People who set off the subdued hues of their traditional business attire, and their carpets, with bright color accents.

y, Beauty ys Flashy.



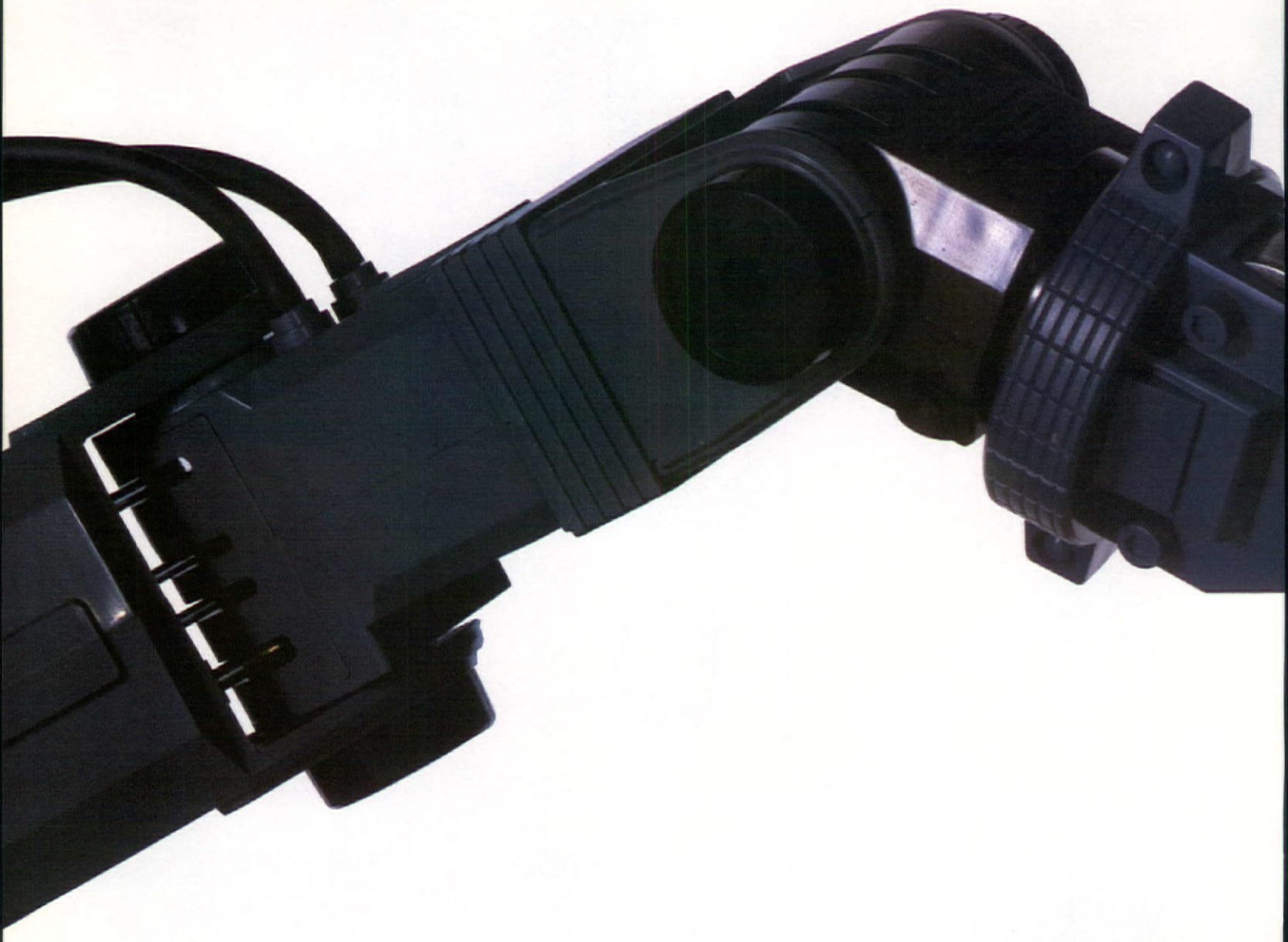
And, when that carpet is Gulistan carpet with the toughness and durability of fibers like Allied's Anso® IV nylon, it can meet almost every specification, financial and physical. Which makes it beautiful to buyers, too.

Anso IV ALLIED COMP. NYLON

Gulistan®
Carpets By J.P. Stevens

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STEVENS CONTRACT FABRICS. AN ENVIRONMENTAL STRATEGY.

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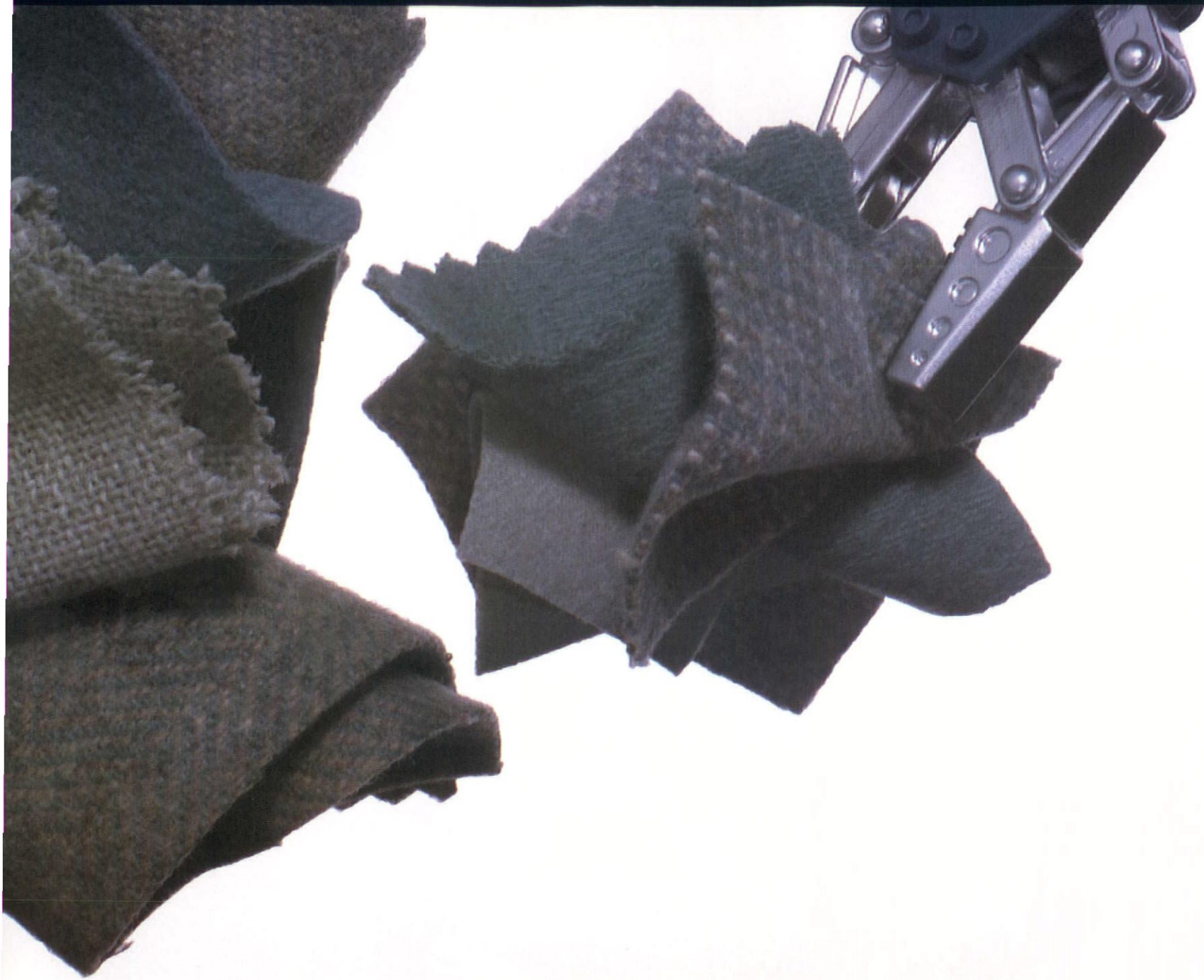
Contact: Bob Mathieu at (212) 930-2131.

STEVENS CONTRACT FABRICS

J.P. Stevens & Co., Inc., Commercial Fabrics Department, 1185 Avenue of the Americas, New York, New York 10036.

Circle 43 on reader service card





Expanded Product Design Competition planned for '83 by IBD

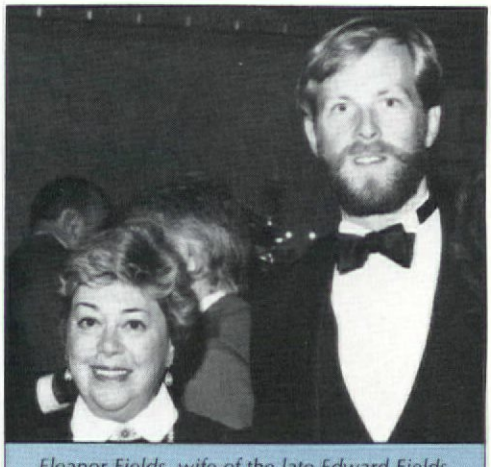
In anticipation of the expanded 1983 IBD/CONTRACT Product Design Awards Competition, CONTRACT takes a retrospective look at the 1982 awards dinner, held at the Helmsley Palace Hotel, New York. According to IBD president David Cooke, FIBD, the competition will be marked this year by a new awards dinner format designed to enhance recognition of competition winners and product designers being honored. Depicted on these pages are some of the competition's winners and guests who attended the event.



Design Tex received a silver award and an honorable mention for its Silhouette and Wool Checkmate fabric designs. Shown here are firm VIP Ralph Saltzman (left) and CONTRACT co-publisher and advertising sales director Frank Rizzo.



Shown are FIDER representatives Boyd Loendorf, FASID, organization secretary/treasurer (left); Edna Kane, director, administrations, and Doris Burton, past chairman of the board of trustees (far right) with Martin Elinoff, national president, ASID.



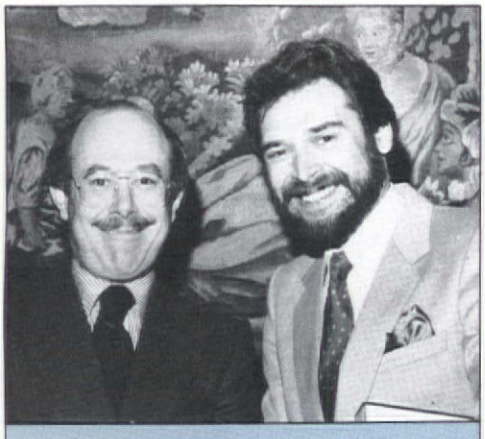
Eleanor Fields, wife of the late Edward Fields, and David Cooke, IBD president, are shown at the awards dinner. Edward Fields Inc. received an honorable mention for Geomatrix carpet, a 1982 submission.

Arc-Com Fabrics won silver and honorable mention awards for two upholstery fabric submissions: Lateral Plush and Fire Tandem designed by firm principals Jeffrey and Peter Layne. Shown (from left to right) are Jeffrey Layne, firm designer/stylist Louise Russell, Peter Layne, and Marilyn Rommeney, director of advertising and public relations.





Industry professionals packed a ballroom at the Helmsley Palace Hotel, New York, to view the winning entries in the IBD/CONTRACT Product Design Competition.



Atelier International president Steve Kiviat (left) and vice president, sales, John Nichols (right) celebrate their firm's achievements in the 1982 IBD/CONTRACT Product Design Competition. The company took "Best of Show" for its Uni Chair designed by Werther Toffoloni, and a gold award for its "Wall" lamp, a product of the firm's lighting division.



Corry Jamestown VIPs Vince Danesi (left) and Sam Clarke (right) discuss the event with Institute of Business Designers vice president Gene Daniels, IBD.

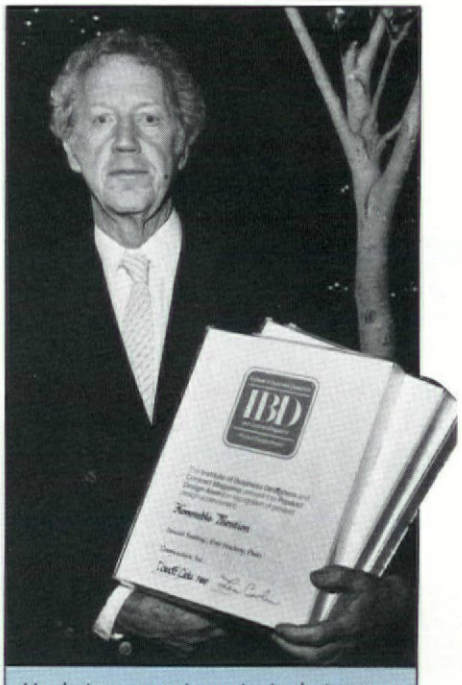


At the podium for the announcement of the Joel Polsky Endowment Fund, which will benefit interior design education, are (from left to right) Frank Judson, president, Stroheim & Roman; Norman Polsky, president, Fixtures Furniture; Boyd Loendorf, FIDER secretary/treasurer; and Doris Burton, past chairman, FIDER board of trustees.

Generating entries in untapped categories is key drive



IBD New York chapter VIPs who contributed time and effort to the awards competition include (seated, from left to right) designer Sydelle Hird, New York chapter president; Muriel Mayer, New York showroom manager, Intrex Inc., chapter fundraising chairperson; (standing) designer Bruce Rabino, chapter past president; John Lauruska, IBD, of furniture dealership Orthwine Inc.; and designer Charles Gelber, IBD president emeritus, event co-chair, and member, IBD College of Fellows.



Hank Loewenstein, principal, Loewenstein, holds up his firm's honorable mention award for its 1982 submission, City Stacking Chair.



Emmet Dineen, Merchandise Mart VIP (left), and Jo Heinz, president emeritus, IBD, pose for a photograph during the awards presentation.



Shown (from left to right) are CONTRACT co-publisher/editor Len Corlin and Rudd International principal Alan Rudd. Rudd was a recipient of the IBD President's Award for catalogs, a presentation which debuted in 1982.

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The new open plan system for the electronic office.

Panel Concepts brings new Software™ to the electronic office with designs that are gentle to the eye, pleasing to the touch, functional to the task.

The new Software™ system combines the look of gently rounded wood with step-down work surfaces designed to put the keyboard at the fingertips, the terminal at see level.

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Cote


Lau

Cambray Mills named two new California sales representatives. **Al Simas** (shown) is responsible for Central Valley, Bakersfield, Fresno, and Sacramento territories. **Gail Cote** (shown) serves downtown and western Los Angeles. Other company news includes the introduction of Marquesa Heather contract carpet.

Michele Lau (shown) was appointed sales representative for Bentley Mills in Iowa and Minnesota.

Corry Jamestown acquired assets of Laurel Industries and Plating Inc., Boyers, Pa. The acquired firm will now provide nickel chrome plating and other factory services for Corry Jamestown's office furniture manufacturing operations.

R-Way appointed **Thomas Duggan** to the position of vice president, marketing for the firm.


Hitt


Albarado


Anderson

Peter Hitt (shown), senior vice president and general manager of Perkins & Will's Chicago office, was elected to the firm's board of directors.

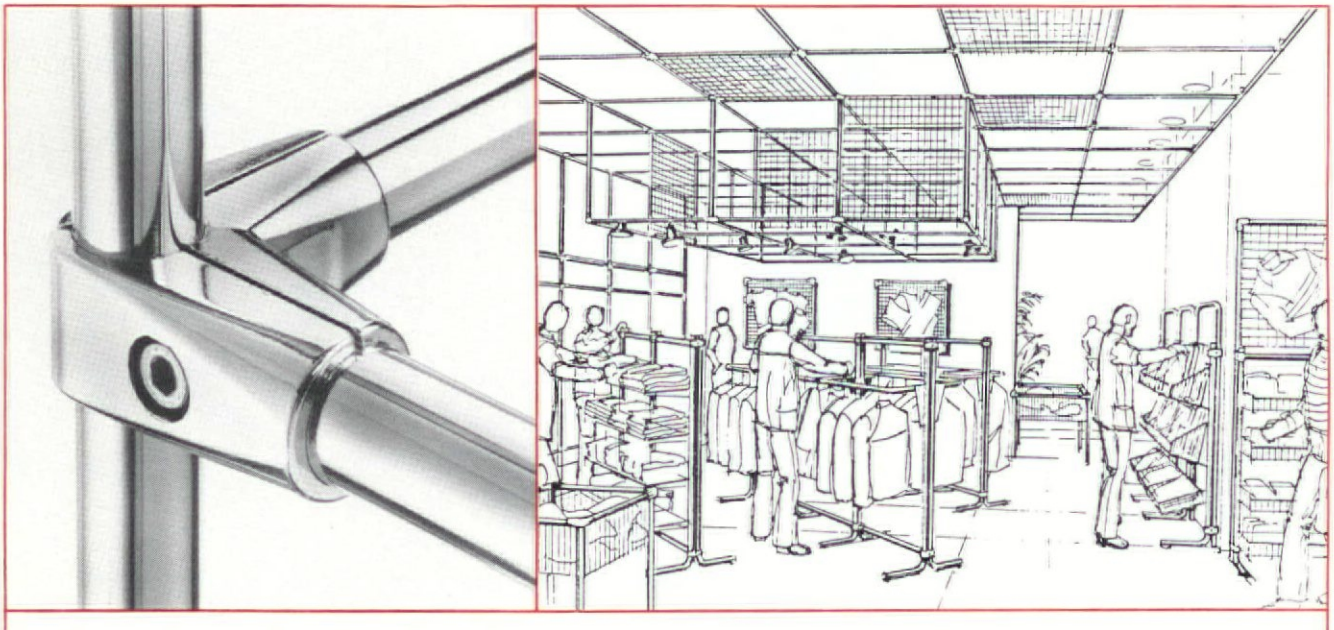
Mary Albarado (shown) former vice president, Forster Textile Mills, formed a textile consulting firm called Mary Albarado Textile Consultants. It is located at 3722 West Vollmer Rd., Matteson, Ill.

Peachtree Purchasing, a furniture, fixture, and equipment consulting and procurement firm serving the hospitality industry, has opened a California office. **Jean Anderson** (shown) and **Al Coverelli** will head the new operation.

Robert R. Laube, formerly senior executive vice president and head of marketing for Kimball International, is now president, Hoosier Desk Co., Jasper, Ind.

Haines Lundberg Waehler announced the expansion and relocation of its interior design division. Called Interiors Plus, the division is now located at 215 Lexington Ave., New York.

Wayne Kenneth Gregory was promoted to the position of vice president, Environetics, International, and is now branch manager of the firm's Chicago office.



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Yes, this mass of input and output media generated by the computer is a real problem today.

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So where does it get filed? Good question.

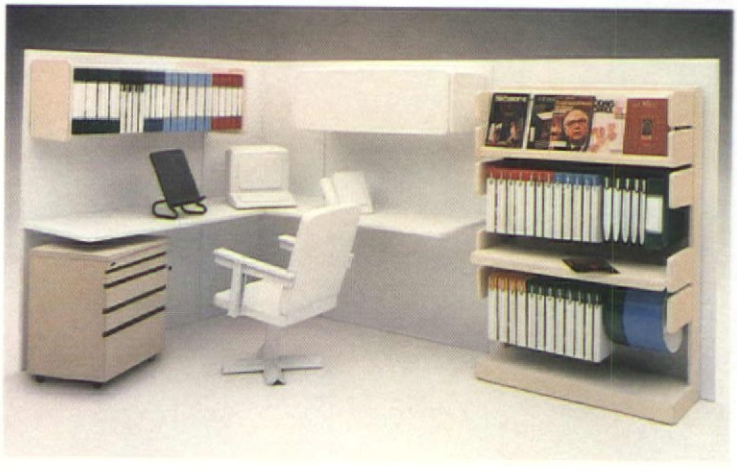
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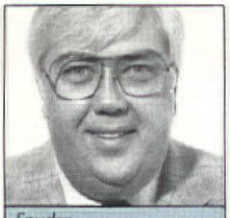
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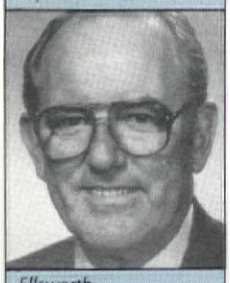
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LINEN WALLCOVERINGS

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Snyder



Ellsworth

Saba's Home Furnishings created a commercial furniture division and design studio. Called **Saba Commercial Division,** it will be headed by **Wes Snyder,** ASID, IBD (shown).

Richard C. Ellsworth (shown) joins Lear Seigler's Seymour Division as national accounts manager and regional sales manager for BeautiGlide bed frame products.

Advanced Technology was named sole U.S. importer for Duropal. Duropal factory representative **Wolfgang Shmitz** joins Advanced Technology's staff as marketing and sales coordinator.

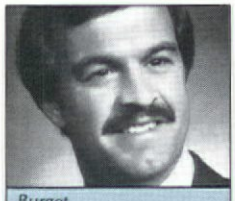
Chico Batavia was promoted to the newly created position of manager, contract marketing & market development for Allied. He will relocate from the firm's Atlanta office to its Fibers Technical Center, Petersburg, Va.

3/D International named **Charles B. Thomsen, FAIA,** president. He succeeds **Jack M. Rains,** now chairman of the board. **J. Victor Neuhaus III, FAIA,** chief executive officer, assumes additional responsibilities of senior board chairman.

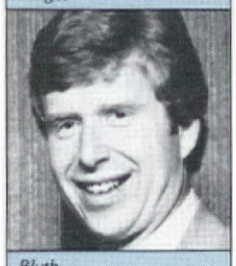
Steve Ladd was appointed regional manger, Colorado area, for Designweave, div. Tuftex Carpet Mills.

Business Interiors named **Stephanie Crum** design director. She is responsible for operations at the firm's Philadelphia, Cherry Hill, N.J. and Houston offices.

Carol Disrud was elected president, northern California chapter, Institute of Business Designers (IBD). She works as an associate with Gensler and Assoc., San Fancisco.



Burget



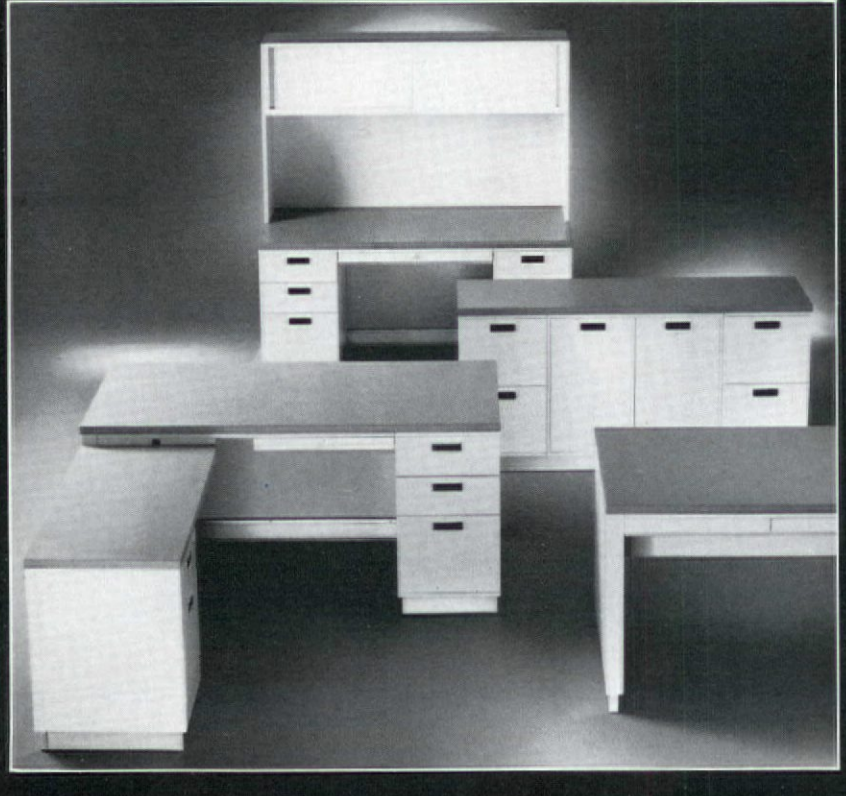
Blyth

S.R. Wood appointed **Bill Burget** (shown) marketing manager. He will be responsible for sales and marketing of the firm's wallcovering lines.

3M/United Kingdom names **Martin E. Blyth** (shown) market development manager in charge of Scotchgard protector and related products in Europe.

Albert A. Salzano assumes responsibilities of executive consultant, department store sales for Unicube Corp., a manufacturer of custom-designed, tubular steel display products and modules.

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Ron Graham (shown) was appointed vice president, finance for Fabricut. **David Finer** is now vice president, purchasing for the firm.

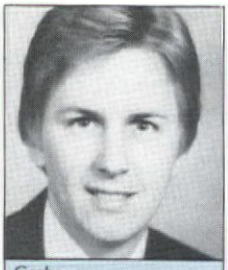
Boris Kroll Fabrics named **Lisa Kroll** (shown) executive vice president, in charge of design.

Dick Conoyer (shown) was named vice president, sales, Hardwood House, manufacturer of executive office furniture, Rochester, N.Y.

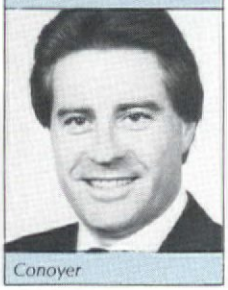
Peggy B. Jonas was appointed contract marketing manager, The Wool Bureau, New York.

Designworks, international interiors space planning firm, announced the opening of a new 10,000-sq.-ft. facility in Agoura Hills, Calif. The address is 5210 Lewis Rd.

Kenneth G. Reinhard joins Halo Lighting div., McGraw-Edison as national accounts manager. He will coordinate sales efforts across the U.S. for the division.

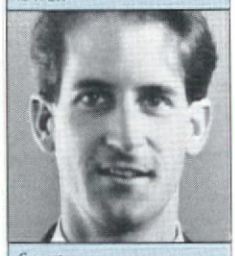

Graham

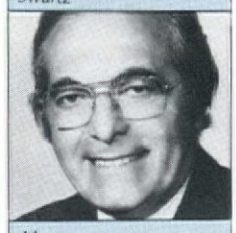

Kroll


Conoyer

Madelyn Simon, principal, Madelyn Simon & Assoc., won the Interior Plantscape Assn.'s Fourth Awards Competition.


Owen


Swartz

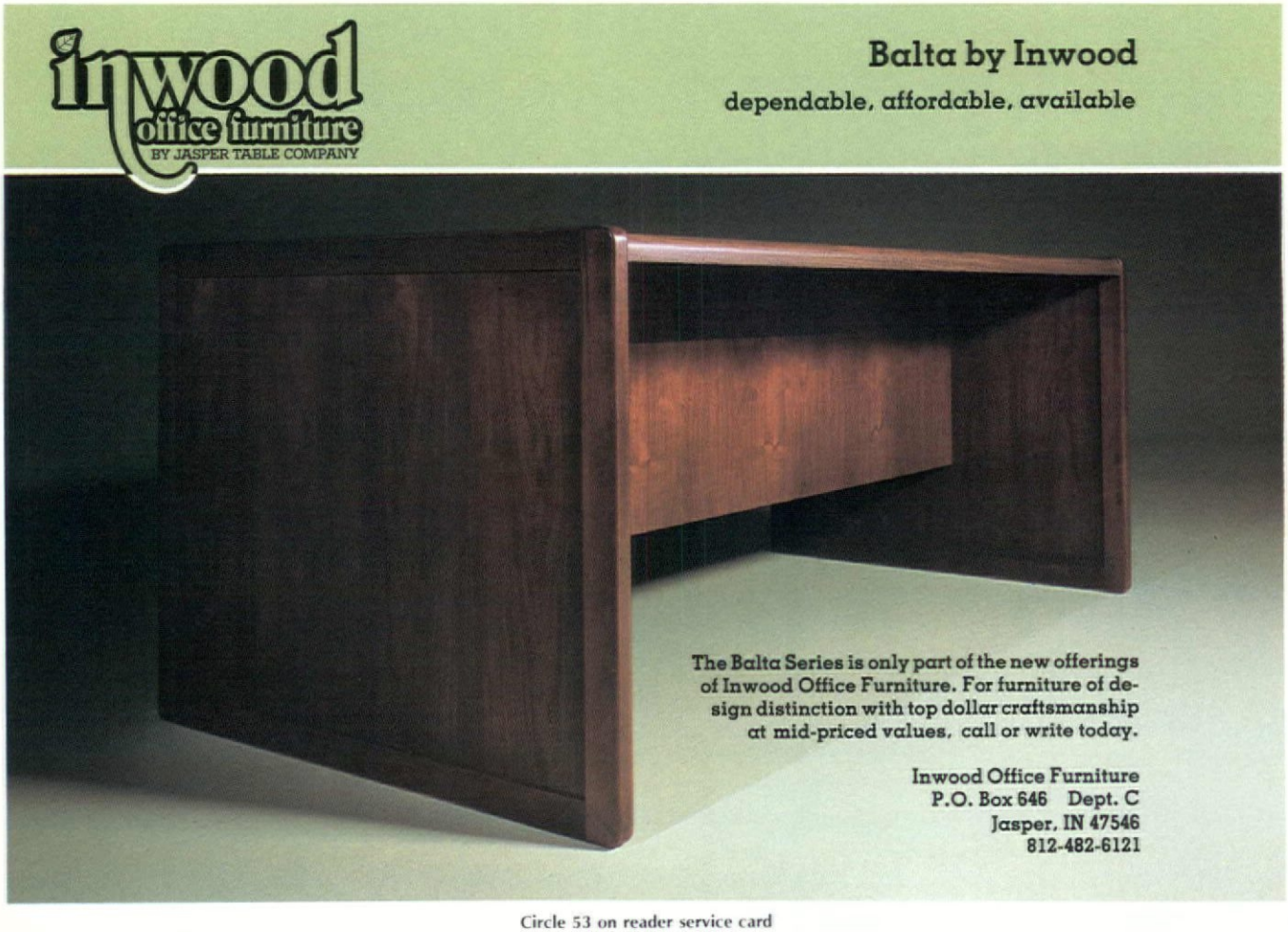

Morrone

The CRS Group has purchased all outstanding stock of **Environmental Planning & Research (EPR),** San Francisco. CRS, a design/construct company offering project management, architecture, engineering, and construction services, will use the acquisition to broaden its space planning business. EPR offices are located in San Francisco, Los Angeles, New York, Houston, and Washington, D.C.

Two new contract sales appointments were announced by S. Harris. **Aster Owen** (shown) and **Michael Swartz** (shown) will now represent the firm in the Los Angeles area.

Tony Morrone (shown) was named San Francisco area commercial manager, Walter Carpets.

Thomas E. Nielsen assumes responsibilities of sales and marketing manager, Westin-Nielson Corp.



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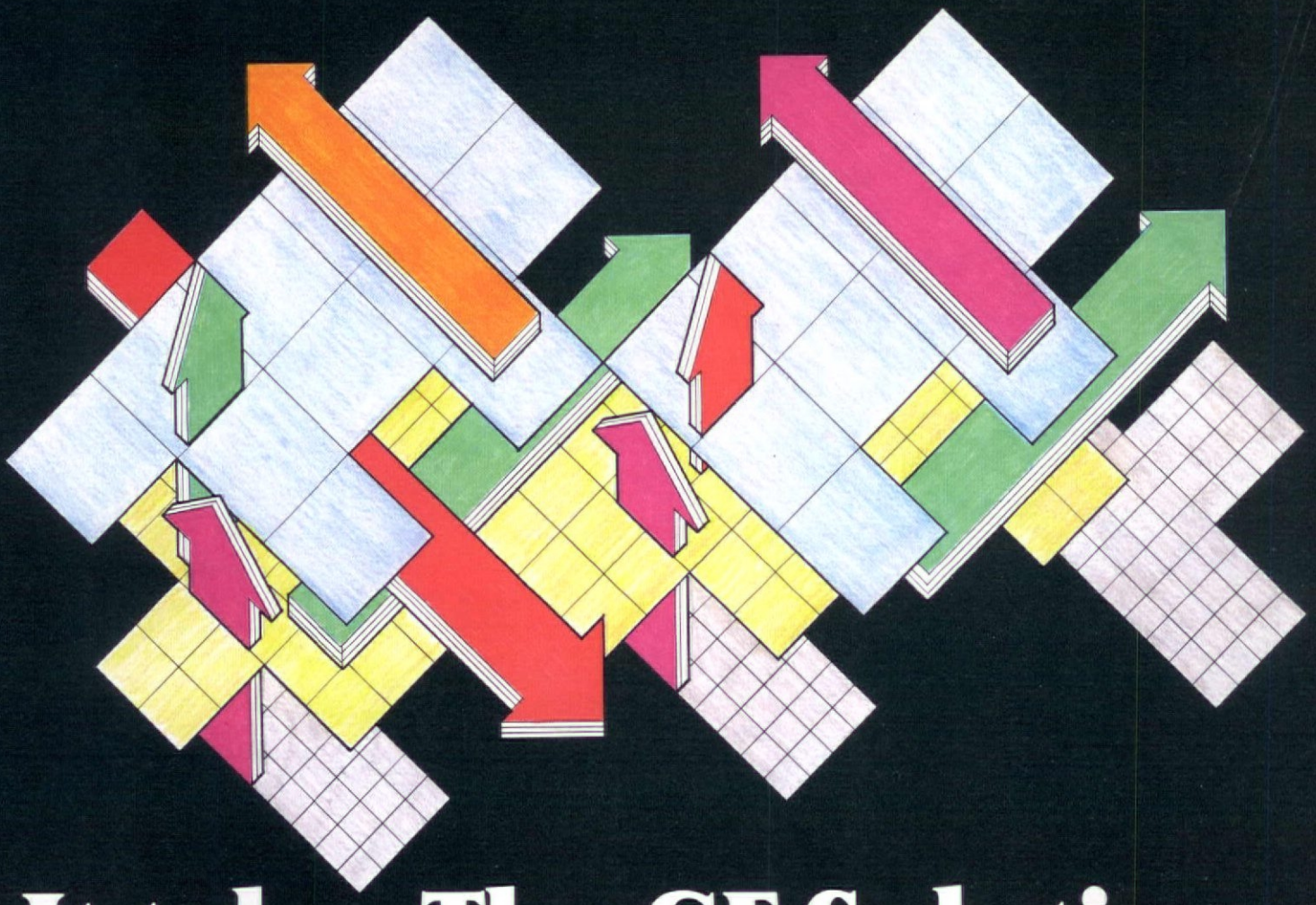
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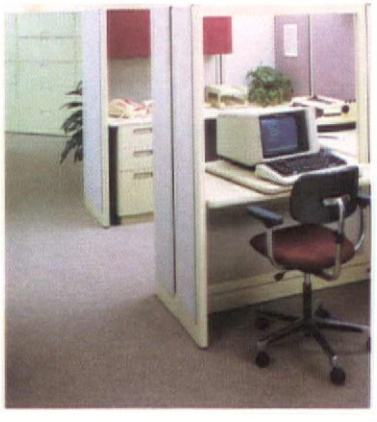
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1983

March 13-16. California Peninsula Chapter/ASID "Stimulus" Mini-Conference. Asilomar, Pacific Grove, CA.
March 14-17. Federal Office Systems Expo. Washington Convention Center, Washington, DC.
March 15-16. Contract Canada '83, A Business Interiors Show. Grande Concourse, Omni International, Atlanta.
March 17-18. Michigan Design Center Preview XII. Michigan Design Center, 1700 Stutz Dr., Troy, MI.
March 17-19. West Week. Pacific Design Center, Los Angeles.
April 4-8. Computer Graphics In The Building Process. American Institute of Architects. Washington, DC.
April 10-13. National Office Products Assn. Contract Furnishings Forum Annual Conference. Pointe Resort, Phoenix, AZ.
April 19-20. Workspace '83, Exposition of Products & Services for Commercial/Institutional Spaces. Civic Auditorium, San Francisco.
April 22-24. Presentations Northwest '83, design market. Design Center Northwest, Seattle, WA.
April 25-27. Lighting World II. New York Hilton, New York.
May 6. Varieties '83. The Marketplace, Philadelphia.
May 12-15. "Creativity: The Human Resource," 1983 Annual Conference of the National Home Fashions League. Detroit.
May 16-19. National Computer Conference. Anaheim & Disneyland Hotel Convention Center, Anaheim, CA.
May 22-25. 1983 American Institute of Architects (AIA) Convention, "American Architecture—A Living Heritage." New Orleans.
June 7-9. 1983 International Energy Trade Show/Conference. The Ohio Center, Columbus, OH.
June 8-10. A/E Systems '83, Electronic Design & Architectural Drafting Equipment Exhibition. Market Hall, Dallas.
June 14-17. NEOCON 15, National Exposition of Contract Interior Furnishings. Merchandise Mart, Chicago.
July 16-19. International Carpet & Rug Market. Atlanta Market Center, 240 Peachtree St., N.W., Atlanta.
July 16-20. Summer Floorcoverings Market. Atlanta Merchandise Mart, 240 Peachtree St., N.W., Atlanta.
September 11-13. National Decorative Accessories Show, First National Exposition of Decorative Interior Products. Moscone Center, San Francisco.
September 22-23. Michigan Design Center Preview XIII. Michigan Design Center, 1700 Stutz Dr., Troy, MI.
September 22-25. The Woodworking Fair. Los Angeles Convention Center, Los Angeles.
September 28-October 2. National Office Products Assn. Annual Convention & Exhibit. Hyatt Regency & McCormick Pl., Chicago.
October 13-15. Designer's Saturday. Member Shrms., New York.
October 20-22. CONEXION '83, First Annual Southeastern Contract Design Market. Altanta Market Center, Atlanta.
Novermber 9-10. CONTRACT/*Facilities Design & Management* Computer-Aided Space Design & Management Conference. Halloran House, New York.

Foreign Trade Shows 1983

April 14-17. International Show for K.D. Furniture. Le Bourget, Paris.
May 1-5. Saudi Business '83. al-Dhiafa Exhibition Center, Riyadh, Saudi Arabia.
May 4-8. Scandinavian Furniture Fair 1983. Bella Center.
May 15-18. CONTEXT, London Home & Contract Textile Show. Earls Court, London.
May 18-25. STAR '83 International Exposition of Furnishings Textiles. Milan, Italy.
May 15-19. Interior Design International, International Contract Furnishings & Interior Design Exhibition. Olympia, London.

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Richness of mahogany creates a warm look in reception area at Minneapolis offices of Deloitte Haskins & Sells accounting firm. Cityscape seen through boardroom adds depth to linear office configuration where reception area intersects space.



Photo by Phillip MacMillan James, Minneapolis

Last 'Space' Frontier Is Issue Of Office Productivity

American businessmen and the architects and space designers involved in creating work environments are focussing their attention and efforts on the issue of office productivity. That is, for the moment, the last conquerable frontier in space design that will assure the economic well-being of business and the consuming public.

Paperless offices and electronic computers are but a reflection of the drive toward increased office efficiency. But until there are universally accepted means of measuring that productivity—other than keystrokes at the secretarial level—the major thrusts remain: office flexibility, human comfort, and space efficiency. That is the conclusion drawn from responses of 500 members of the Institute of Business Designers in a survey conducted by Dennison National Company, a computer support furniture manufacturer.

This issue explores some of the productivity tools now at hand for the design community on the following pages. **THE EDITORS**

HORIZONTAL EFFECTS DETRACT FROM AWKWARD LINEARITY





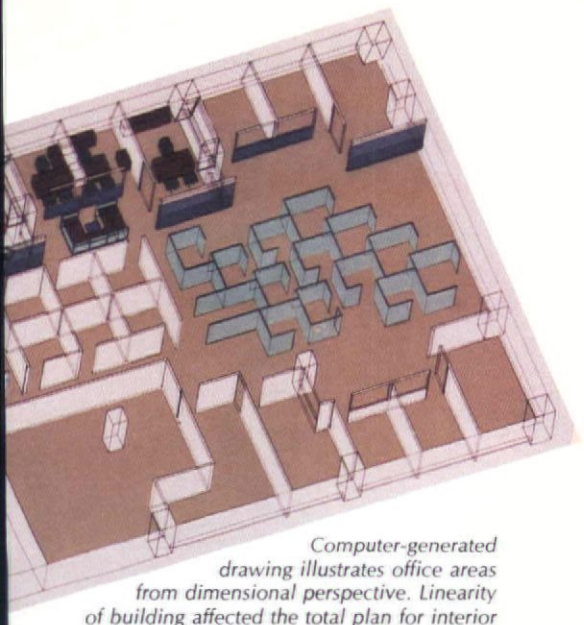
Photos by Nick Merrick, Hedrich-Blessing, Chicago

The inherent problems of long, narrow office spaces have been counteracted in the Minneapolis offices of accounting firm Deloitte Haskins & Sells (DH+S) by horizontal banding, intersection of a reception/boardroom area, and stepped configuration of workstations in open plan settings.

"We had to create a sense of width," says Dan Fox, director, INSIDE, the interiors division of Ellerbe Associates Inc., designers of the space. A prime target for visual intersection is the reception area. Explains Fox of the treatment there, "We created a sense of place, as well as an illusion of depth, by positioning a transparent glass-walled boardroom directly behind the reception area to allow a view of the downtown skyline."

Custom mahogany tables and a U-shaped sofa give impact to the space. Acoustical baffling surrounds the boardroom to provide adequate sound insulation. Horizontal banding accents

Stepped open plan configuration (left) breaks up what otherwise could be monotonous space. Low-paneled secretarial stations (opp. page) are centered among each block of four managers' offices, creating spacious intervals along a narrow hallway. Glass walls surrounding offices provide daylighting while horizontal banding on glass brings unity to the total office space.



Computer-generated drawing illustrates office areas from dimensional perspective. Linearity of building affected the total plan for interior space since design de-emphasizes length.

Wall-mounted fabric bands and stepped open plan configurations intersect long, narrow space at Minneapolis accounting firm

DELOITTE HASKINS & SELLS

Secretarial stations interrupt long hallways

glass panels of the boardroom and acts as a cohesive factor throughout the offices while de-emphasizing length.

Secretarial clusters add depth

Secretarial stations positioned among executive offices effectively break up a line of windowed private spaces. This sawtooth layout creates an illusion of depth since panel heights at secretarial areas permit views beyond. Cluster groups around the station include two managers' and two partners' offices. Lining the eastern and western curtain walls, those offices have glass partitions to allow maximum daylighting of surrounding interior spaces.

A soft and rich color scheme selected for DH+S includes furnishings predominantly in mahogany, accented by muted blues and greens. Acoustical partitions are fabric-wrapped.

Describing the color palette, Fox says, "We had to choose a pleasing array of colors, suited to the Midwest, yet, a palette that would not be outdated in several years." Partners and managers chose furnishings and colors for individual offices according to pre-selected schemes presented.

Open plan is home base

Accountants who spend the majority of their time in the field are suited to open plan spaces which provide a "home base," according to Fox. Panel heights of 62 in. insure adequate privacy. The stepped configuration of paneled offices creates right angles in varying sequence to break monotony of space. A spacious feeling is created since panels are below line of sight when workers are standing. □





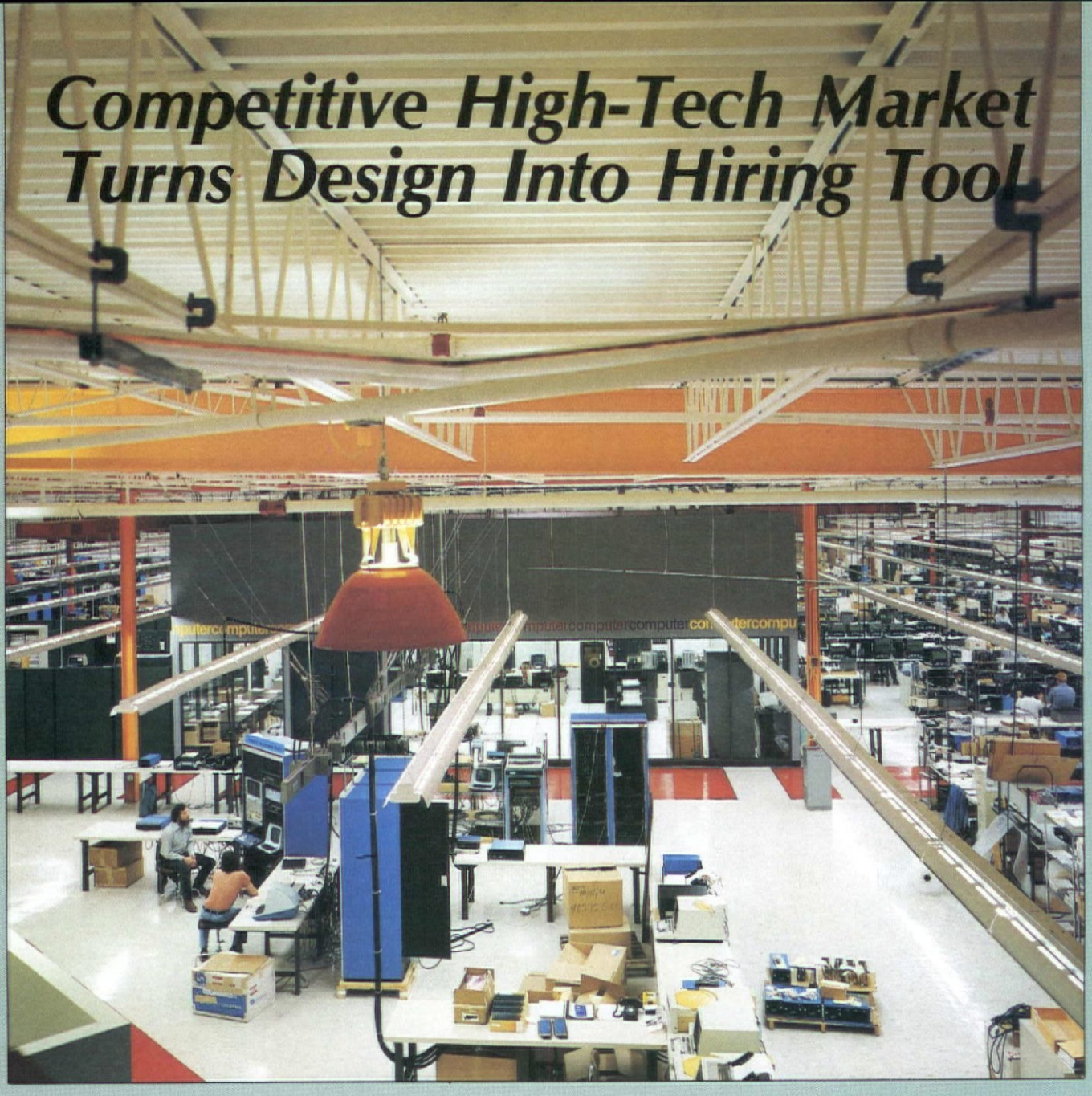
Partners' offices like the one shown above are coordinated in muted color palette. Executives chose individual office settings from pre-selected colors and furnishings. Lounge grouping here could have been a small conference table and chairs. Credenza behind desk matches total setting with custom woodwork enhancing the look. Secretarial station as drawn on computer-aided design equipment (left) shows break in hallway created by notched space. Low panels of workstation allow daylighting from glass-windowed executive offices.

SOURCES

Project director—Robert T. Wynkoop, Jr., NYSA, architectural services administrator, Deloitte Haskins & Sells; John Colwell, office manager, Deloitte Haskins & Sells. **Interior design**—Ellerbe Associates Inc.; Dan Fox, director, INSIDE, interior services division. **Art consultant**—Sowder & Leslie Inc. **Sales, open plan installation coordinator**—Alma Weisz, vice president, Contract Furnishings.

Open plan system—Conwed. **Acoustical panel fabric**—Guilford. **Desks**—Conwed, Knoll International. **Carpet**—Milliken, Harbinger, Karastan. **Seating**—Sunar, Stow/Davis, Herman Miller. **Custom tables, seating**—Aaron Carlson. **Upholstery**—International Fabric, Boris Kroll. **Signage fabricator**—Haas Graphic Div. Inc. **Parquet flooring**—Kentucky Wood Floors. **Wall-covering** —Fabri-Trak. **Reception seating**—Brayton. **Window treatments**—Levolor. **Executive task lighting**—Alcko. **Plants**—Bachman's Inc. **Visual display units**—Nevers Oak. **Planters, desk accessories**—Glassform, Smith Metal Arts.

Competitive High-Tech Market Turns Design Into Hiring Tool



Photos by Phokion Karas.

Architects & designers use color, light & layouts to help computer equipment corp. reduce staff turnover

Whenever an industry is booming and competition for highly trained employees is at its peak, working environment gains significance as a hiring tool. Such a trend can now be seen in the high-tech data communications field where creating "the working environment you'd never want to leave" is the challenge presented to space planners.

Employees of Codex Corp., leading manufacturer of data communications equipment, reap benefits of such an environment at the corporation's landscaped campus facility, Mansfield, Mass. In each of its five buildings, workers enjoy bright, spacious, colorful working environments tailored to the functions carried out within them, yet augmented by amenities and employee services.

Mansfield IV, a recently completed building housing manufacturing and administrative operations, was a departure for Codex in setting even higher esthetic levels than those previously in effect on the campus. Although quality standards for workstation size, finishes, and furnishings were carried over from Mansfield I, II, and III, the later structure also incorporated ambient lighting systems which improved the ergonomic level of work life at Codex.

In addition, Mansfield IV features a glass-enclosed cafeteria complete with plantings and a dramatic reflective ceiling. The expansive atrium overlooks the landscaped campus and is used for meetings and conferences as well as meals.

Architecture ties building to rest of campus

By the time Mansfield IV was planned in 1979, three other buildings were already in operation on the 40-acre site outside Boston. Mansfield II, the company headquarters building and an interim home for technical operations, had been sited

in the most highly visible location on the campus.

As Codex grew, management recognized that a permanent space for technical staff had to be established. Management also wanted staff to find workspace an inducement to remaining with the firm. Thus, Mansfield IV, now a key element, but slated for an odd-shaped land parcel with an abutting property, required careful engineering, architecture, and design for the structure to have the impact desired by management, employees, and the planning team.

Architect Richard M. Kuchinsky, senior vice president, design/build architecture, The Aldrich Co., subsidiary, The Carlson Corp., evaluated site constraints and specified a triangular, saw-tooth structure. This configuration permits maximum visibility of office and cafeteria space from the campus, while giving office employees greatest visual access to landscaped grounds. It also provides for generous parking space needed by the building's nearly 800 staffers.

Says Kuchinsky, "Codex places high priority on maintaining design cohesiveness from building to building. Therefore, the bricks used on Mansfield IV are the same as those on other campus structures with slight variation in shape. The glass-front, saw-tooth northern exposure faces the campus and adds tremendous impact to Codex property. Such placement also reinforces the concept of the corporation as a unified entity unto itself."

Matched finish colors link plant & office space

Primarily used for manufacturing, the 152,000-sq.-ft. structure contains 50,000 sq. ft. of offices on two levels. Because the building is designated as an "unlimited area" structure, planners were able to lower ceiling heights and

Manufacturing and office areas (opp. page and below) feature matched finish colors. This design decision was part of an extensive color-coding program which helps link the expansive Codex facility and the wide range of functions housed within it.



CODEX CORPORATION

'Ambient lighting improves working environment'—staff

specify one-third of total area as mezzanine.

Separating plant and office operations is a two-story service core in which are located common spaces such as training areas, toilets, food service, private offices, conference rooms, reproduction areas, and storage. On the mezzanine above the core are manufacturing offices which overlook the plant. Thus, the core serves to link the facility in form and function.

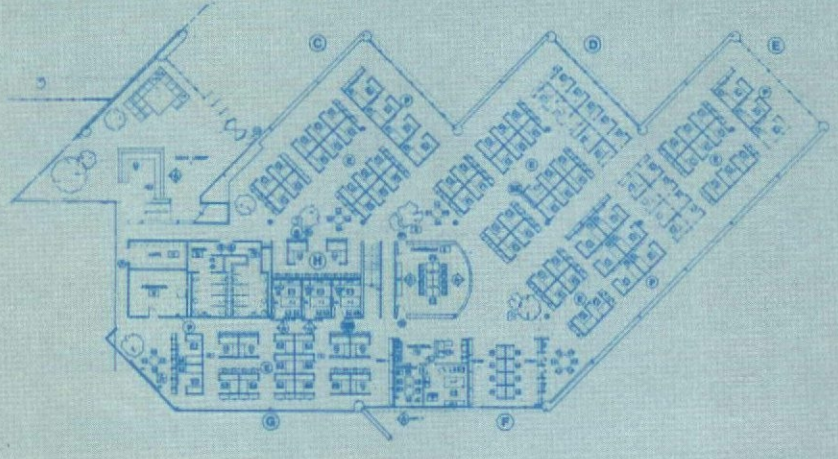
Also unifying the building is a strategic color-coding program developed by interior design firm Carol Fippen Inc. which identifies building areas by function. In the plant area, floors in workspaces are white-tiled while corridor floors are tiled in solid colors to identify means of egress and circulation patterns. Column bays, joints, beams, even the roof structure are painted and color-coded for serviceability.

Colors in office areas match those used in the plant and are augmented by graphics which also serve as directional signage. For employees, these elements are functional while creating a lively, exciting environment.

Because building planning was a collaboration of client, architect, and interior designers, a vast amount of information essential to space plans was known up front. For example, architects were aware ahead of time that offices were to be







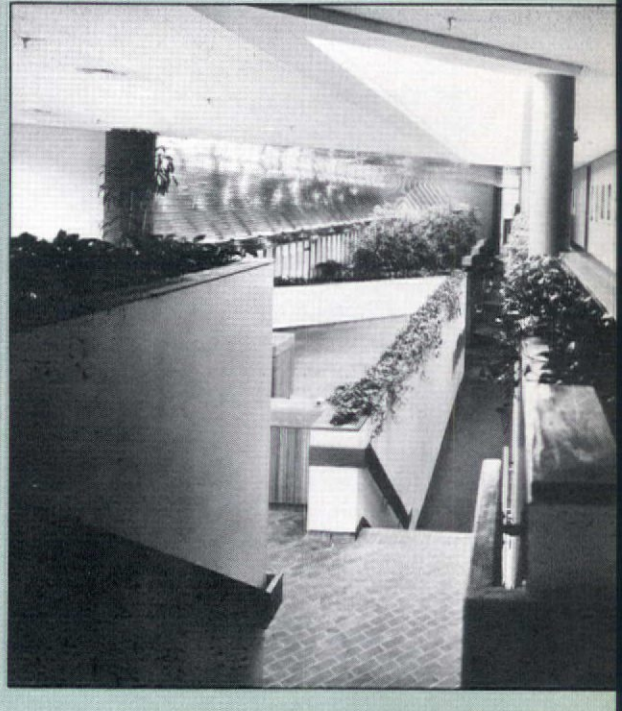
Westinghouse office systems comprise the bulk of furnishings found in open plan areas (top, left). Bright red and blue panels and surfaces comprise a cheerful environment for employees at workstations. Groundplan (left) shows saw-tooth building design. Office areas and the cafeteria (above) face into the campus. Large window walls bring natural light into offices and maximize visibility to these spaces from the campus.

SOURCES

Seating and End tables—Stendig. **Fabric**—Maharam. **Reception desk**—custom design by Carol Fippen Inc., fabricated by Westfield Woodworkers. **Carpet**—Gulistan. **Workstations**—Westinghouse, supplied by Peabody Office Furniture. **Signage and graphics**—Carol Fippen Inc. **Reflective ceiling**—Alcan. **Lighting**—Westinghouse. **Files**—Steelcase. **Cafeteria tables and chairs**—Tuohy. **Plants**—City Gardens.

Architecture—Richard M. Kuchinsky, senior vice president-in-charge-of-design/build architecture; Peter Rogers, architect, project designer; William Galus, engineering manager; The Aldrich Co. Carl Quaglia, project manager,The Carlson Group. **Interior design**—Carol Fippen, principal-in-charge-of-design; Michael Hayes, project designer; Carol Fippen Inc.

Mezzanine level (below) houses offices of manufacturing operations administrators and permits visibility of both manufacturing areas and office areas.



open plan while designers knew exact workstation sizes for secretaries, technical workers, and professional staff.

As a result of this information, designer Carol Fippen suggested using an ambient lighting system that would generate high-intensity, generalized illumination at workstations while preserving the integrity of the ceiling structure. After workstation layouts were determined by designers, architects installed a 12- by 16-ft. junction box grid above the ceiling that provides "umbilical cord" service to workstations. Other ceiling penetrations are limited to recessed incandescent emergency lights, sprinkler systems, and variable air flow HVAC diffusers.

Says Fippen, "Use of ambient lighting was a departure for Codex. Essentially, it was a gamble that worked. We've now heard that Codex employees request offices in Mansfield IV and that the lighting is one reason why."

Another benefit of good client/planner communication was freedom from rigid budget constraints. Explains Kuchinsky, "We knew the approximate cost of the building would be $30 to $40 per sq. ft., since building materials and interior finishes were predetermined. Therefore, we were given relatively free rein while planning and building.

"As it turned out, the project's cost, without furnishings purchases, was approximately $35 per sq. ft. Thus, our estimates were definitely in the ballpark."

In addition, because architecture protects the structure from direct glare on eastern and western exposures, the client benefits from lowered HVAC costs. Adds Kuchinsky, "In high-density manufacturing facilities like Mansfield IV, the emphasis is on cooling, not heating. Two vaulted skylights illuminate the concourse that runs through the dining space and separates visitor and employee entrances. Vaults are oriented eastward and, therefore, protect against heat build-up generated by southern exposure. Combined results of these factors is minimized solar heat gain during the day and the greatest possible amount of glare-free natural light. □

Eye Problems May Be Cause Of CRT User Productivity Limits

Along with ergonomically correct environment, lighting, and furniture, corrected vision may drastically reduce CRT user complaints

by **MELVIN SCHRIER,** O.D., P.C.

Since 100 million CRTs (cathode ray tubes or computer screens) will be in use by the turn of the century, according to one estimate, the potential for productivity loss due to ergonomic deficiencies in the working environment is staggering. Because there is a growing number of physical complaints by CRT operators using upwards of 10 million CRTs, furniture and furnishings manufacturers have made strong efforts to ergonomically improve workstation environments to aid users.

While efforts have been concentrated on the physical design of chairs, desks, keyboards, and screens, few attempts have been made to "solve" specific problems relating to rapidly increasing visual complaints. In effect, basic causes of these complaints and loss of productivity are more accurately being attributed to unsolved visual problems and poor lighting practices—the "human and lumen" components.

Visual and lighting problems of CRT users are associated with work tasks and vary with the degree of visual involvement of computer operators.

Such tasks include the following:

DATA ENTRY—A routine, high speed task requiring no independent thinking. From a visual point of view, it is "document intensive." The operator is required to read information on cards or other sources of information, usually a form, and enter this data into the CRT via a keyboard. Visually, the operator must clearly and efficiently see information on a desktop, the keyboard, and, when necessary, the screen.



Dr. Melvin Schrier is a Fellow of the American and New York Academies of Optometry, as well as a deputy examiner of the N.Y. State of Optometry Board of Examiners. He also is a member of the Illuminating Engineering Society (IES) and numerous other professional organizations.

DATA ACQUISITION—A less routine task with some decision making that is "screen intensive." Typical of jobs requiring this type of input is that of the insurance claims clerk, who has to match information from a claim form with information already in the computer. This visual task needs clear and comfortable vision at screen distance—usually about 23 in.—and at screen height—usually right in front of the operator's face.

WORD PROCESSING—This task also is a document and screen job. Secretarial use of CRTs makes this a visually intensive job which requires long hours spent in front of a CRT screen by the typical word processor. Law firms, newspapers, and other technical offices require continuous use of word processing electronic equipment. Operators of these instruments, while not doing dull, routine jobs on the CRT, spend long hours using their eyes in copying documents or continually monitoring the screen. Consequently, it is imperative that their eyes, when needed, are properly corrected for the job.

INTERACTIVE COMMUNICATION—This appears to be the least boring and creates the least number of complaints relating to CRT tasks. A travel agent is typical of this category of CRT use. Visually, the operator is not bound to the instrument for long periods of time. The operator uses the CRT to check airline schedules and prices, and, consequently, needs to focus on the screen for short periods throughout the day. This is not a visually intensive job, but, as in all aspects of CRT use, vision of the operator must be up to par, so even short periods of use will be comfortable and complaint-free.

PROGRAMMING—Because this job is done by professionals dedicated to the CRT, fewer complaints are usually heard. Interest level generally is high, so many programmers often overlook visual problems that may cause headaches, visual or general fatigue, or inability to comfortably use eyes for driving, television viewing, reading, or hobbies after a day at the computer.

Most visual complaints arise with those doing data entry or data acquisition work. Job satisfaction presumably is low, because this type of employee generally has been moved from an ob-

solete job or has been trained exclusively for this function. Exposure to daily routine and high-speed visual tasks, thus, can create visual stress in an employee whose eyes may not have been corrected for the job function.

Complaints are worldwide

One of the reasons for the recent rash of complaints by CRT operators is the large mass of employees who have entered the field to do the more routine tasks as more and more computers are put on stream. Complaints have been gathered and appear to be similar from all parts of the world.

A survey by the National Institute for Occupational Safety and Health (NIOSH) confirmed the worldwide findings. It categorized 59 separate health complaints of CRT operators in the course of a year.

They include muscular, visual, psychological, gastrointestinal, and cardiovascular complaints, among others. One health complaint was significantly more frequent—eyestrain or sore eyes common to CRT operators.

These complaints have been categorized into four general groups: **BEHAVORIAL**, which manifest themselvs as awareness of eyes during visual tasks and concerns over "cataracts," "X-rays," and "ultra-violet rays." **SYSTEMIC**, which include headaches in the frontal and occipital areas, both vision areas of the brain, and neck and shoulder aches. **OCULAR**, including such problems as "eyes feeling heavy, tense, uncomfortable, tender, and aching." And **VISUAL** problems, such as fixation and seeing difficulties at the end of the day; inability to watch TV or movies in the evening; color fringes; blurriness; and double vision.

Of the visual complaints listed, 75 percent were ocular and visual, emphasizing the heavy visual involvement in the use of CRTs.

The "20/20" test is nothing more than the ability to see clearly at 20 feet and, as such, has no significant role in CRT operation. More important skills pertaining to CRT operations other than distance visual acuity are:

With 100 million CRTs projected to be in use by the year 2000, the potential for productivity loss due to ergonomic deficiencies in the working environment is growing astronomically.

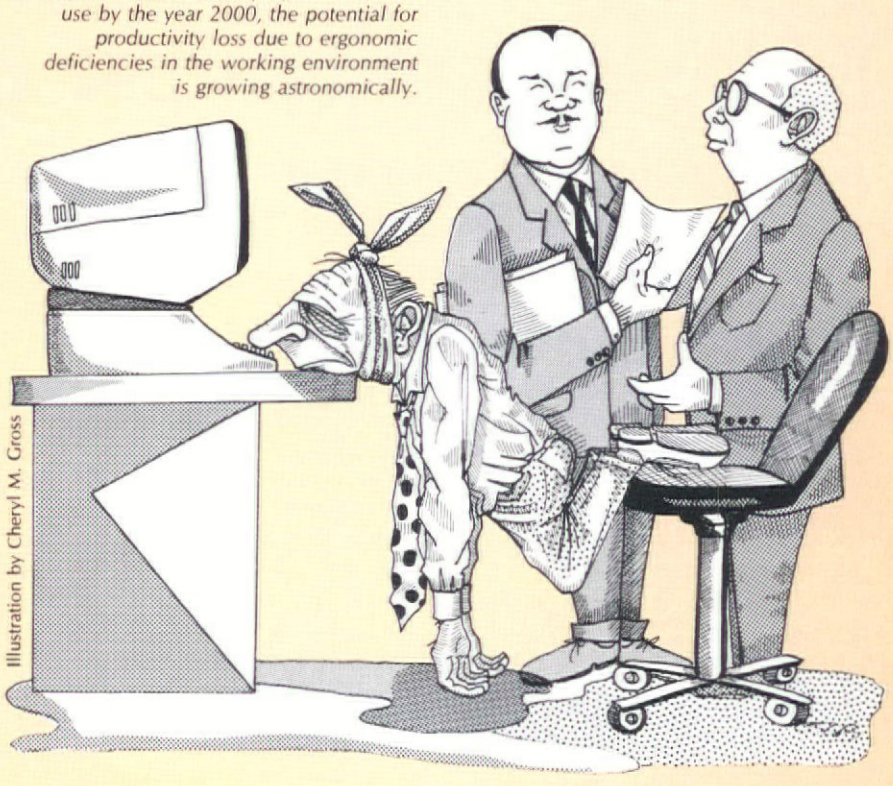


Illustration by Cheryl M. Gross

- **NEAR POINT VISUAL ACUITY**—the ability to see clearly and efficiently at reading distance, usually about 16 in. for an adult.
- **BINOCULARITY**—the normal, expected way eyes function, both eyes seeing and working together comfortably and efficiently. Since humans see with their brains, images brought to the occipital area should normally fuse into one. If there is difficulty in fusing, the person may see double and be completely uncomfortable and unable to function properly.
- **CONVERGENCE**—the ability of the eyes to *point* at the target at which they are looking. With CRTs, the eyes must point to documents being copied, the keyboard, the screen, and back and forth to each continuously. Inability to do this comfortably and efficiently will cause major problems and complaints from CRT operators.
- **ACCOMMODATION**—the ability of the eyes to *focus* during various functions of the CRT operation. Accommodation is especially affected by age. Such problems manifest themselves as "arms being too short" when the operators' age is in the 40s. Convergence and accommodation work in tandem with each other.
- **OCULO-MOTOR SKILLS**—are many skills that describe eye posture and movements, and eye-hand coordination, all of which are used continuously in CRT operations.

In addition to good lighting that eliminates veiling reflections, it is apparent that CRT operators must have good total visual skills in order to contribute to CRT productivity. That means not only ergonomically designed furniture, furnishings, and lighting, but properly corrected eyes. The latter is often overlooked and can be the source of much increased productivity and satisfaction for the CRT operator. □

Efficient Building Program Yields Planning Cost Payback

Energy-saving, budget-conscious architecture & design earn thrifty image for Illinois Department of Agriculture

Antipathy toward "Big Government" has stimulated public concern for government building design efficiency. As a result, planners of official buildings now aim to create functional, good-looking workspaces that can be cited for thrift and budget-consciousness.

Illustrative of this trend is the $12 million Illinois Department of Agriculture office and laboratory complex—a solar-powered structure designed to substantially reduce the State's energy expenditures.

Further savings are achieved with an open landscape design concept that provides employees with services needed to complete job tasks without frills, maximizes natural light for reduced electrical consumption, and simplifies future workstation additions while lowering the amount of furnishings purchases that will be needed by the department at a later date.

Energy savings payback

Located on the Illinois State Fairgrounds, Springfield, the complex houses all state and administrative personnel connected with agribusiness—an industry generating $30 billion annually. Staffers use the facility to regulate and inspect agricultural products and to develop research and educational programs supportive of state agribusiness.

Dual demands of administrative and laboratory personnel split planning responsibilities between architects and interior designers. Architects were responsible for structural elements, the solar collection system, and labs. Offices and public spaces were designers' responsibilities.

Among challenges facing architect Robert Larson of Illinois firm The Loewenberg/Fitch Partnership, P.C. was provision of stringent ventilation, temperature, and safety controls required in lab spaces. As anticipated design costs for these areas reached the $200 per sq. ft. mark, planners realized "paybacks" had to be inherent in building design to make the project cost-effective.

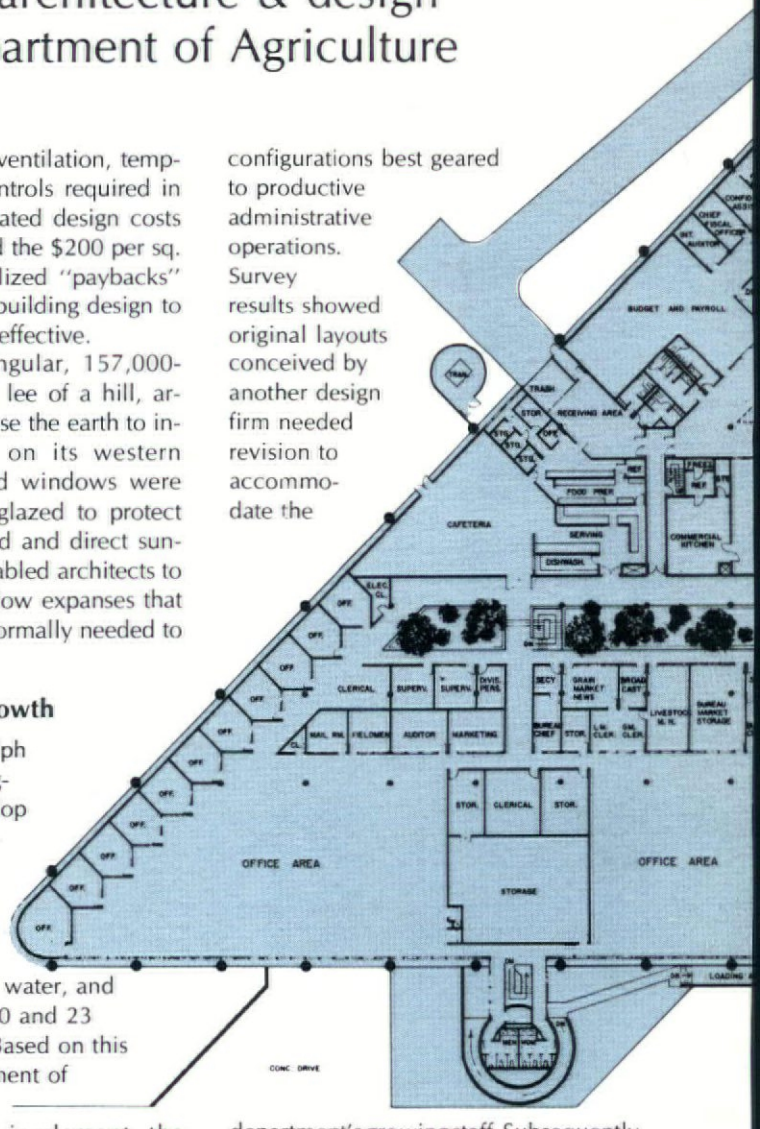
By setting the triangular, 157,000-sq.-ft. structure in the lee of a hill, architects were able to use the earth to insulate the building on its western facade. Entrances and windows were recessed and double-glazed to protect the building from wind and direct sunlight. This measure enabled architects to specify generous window expanses that cut electrical output normally needed to illuminate a building.

Design adapts to growth

Engineering firm Ralph Hahn & Assoc., Springfield, Ill., helped develop the complex solar collection system. Upon review, it was determined that the system could cut heating, hot water, and cooling costs by 43, 70 and 23 percent respectively. Based on this data, the U.S. Department of Energy granted the State $550,000 to implement the system—half its total cost.

Once architects' tasks were completed, a separate budget for office and public space planning was established. Chicago interior design firm Designs Unlimited worked closely with the architects to coordinate exterior and interior motifs and to develop a concept maximizing benefits of the solar collection system.

Project designer Kathleen Peters and firm principal Susan Smallman surveyed employees to determine workstation configurations best geared to productive administrative operations. Survey results showed original layouts conceived by another design firm needed revision to accommodate the department's growing staff. Subsequently, storage areas were converted to workspace to make room for new employees.

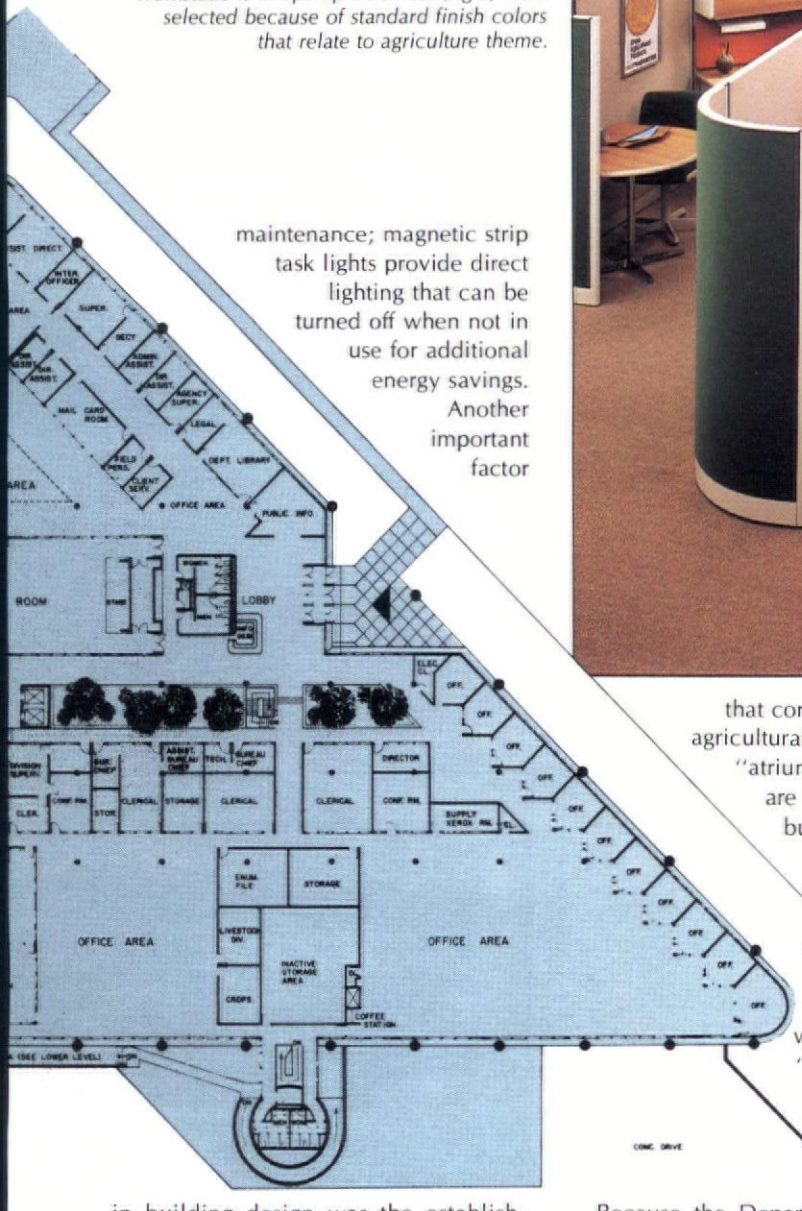


Colors link form and function

To bring the structure's triangular shape inside, designers selected GF Business Equipment's panel-post workstation system. Each post is used as many times as possible in a layout that mimics the triangle. As a result, one panel forms the basis for a workstation cluster and saves on furnishings cost. Woodgrain laminate worksurfaces ease

Floorplan (below) of Illinois Department of Agriculture administrative/laboratory complex illustrates how shared spaces, such as agricultural exhibit area, cafeteria, and meeting room, are centrally located to ease access to these areas for all staffers. GF workstations in open plan offices (right) were selected because of standard finish colors that relate to agriculture theme.





in building design was the establishment of a decor relating to agriculture. Says Kathleen Peters, "Because the facility is open to tour groups, we felt it essential that decor reflect function and, thereby reinforce the importance of agribusiness to the state."

Colors are nature's palette—those of the sun, earth, and water. Green panel exteriors, woodgrain laminate work surfaces, and blue seating and panel trim conform with the theme.

In addition, large window expanses bring in views of landscaped grounds that correlate with indoor agricultural exhibits found in "atrium" spaces. Offices are set away from the building's perimeter to leave window walls unobscured. Since panels are not ceiling height, sightlines from workstations to windows are clear. "Everyone benefits from the space's bright, airy ambience," adds Peters.

Because the Department of Agriculture experienced significant growth as the building was planned, designers specified standard furnishings finishes and sizes, thus simplifying and cutting the cost of later purchases. In addition, panels are both acoustical and tackable, enabling the agriculture department to order one panel for both purposes as need dictates.

"No frills" approach cuts costs

As an added bonus, private offices are located within the open plan setting of the division they serve. This design decision correlates with the state's belief that growing staff numbers will increase the private spaces. Although panels separating these offices are substantially higher than those dividing workstations, they are interconnected with panel posts supporting open offices. This layout enables staffs to easily convert open plan to private spaces as the department changes. Says Peters, "Furnishings specs were based on current employee need. Frills can always be added later. But staffers receive those services that contribute to a productive working environment without exorbitant costs—bright colors, natural light, and a cheerful atmosphere." □

SOURCES

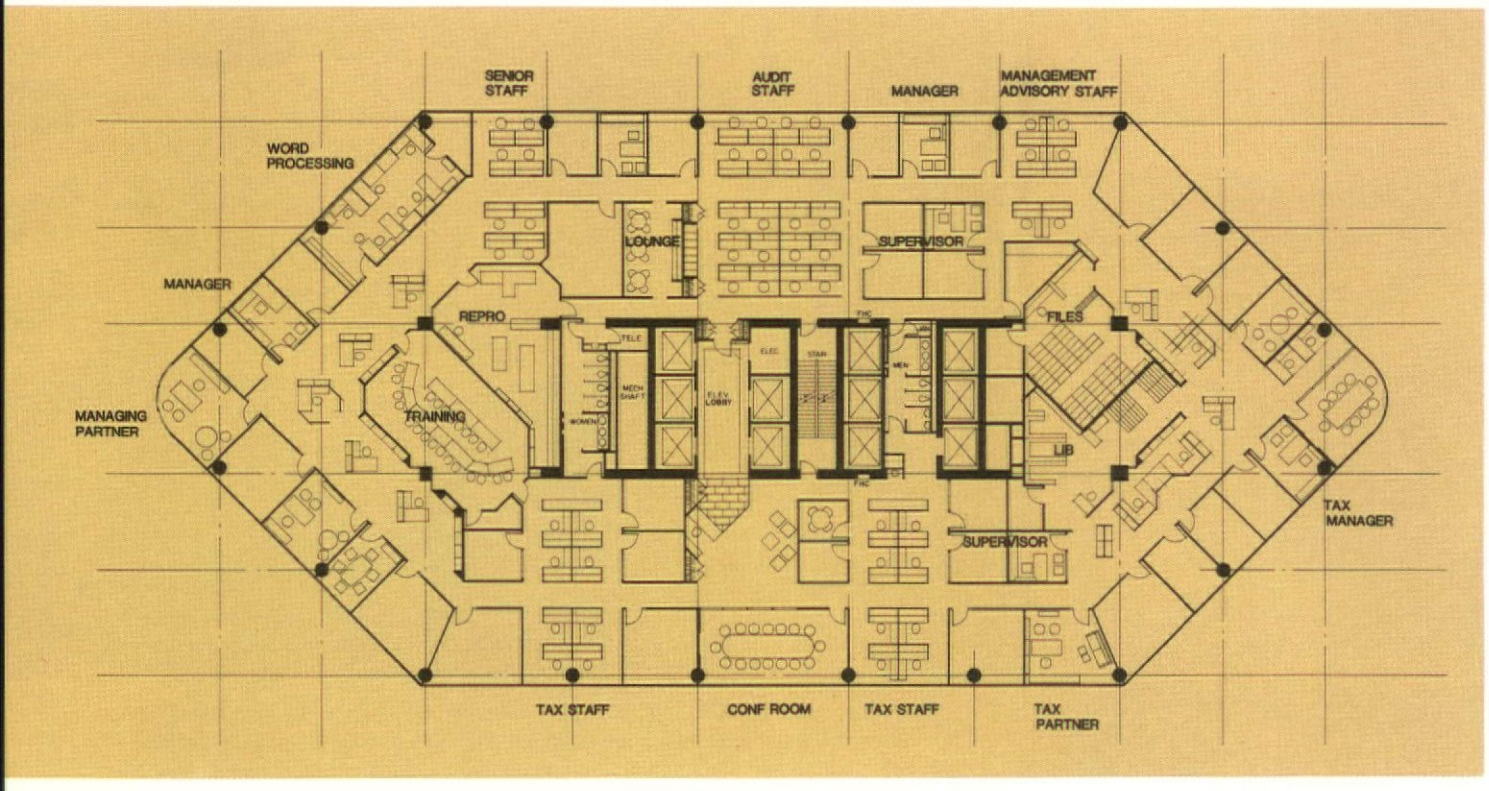
Office furnishings—GF Business Equipment Inc., supplied by Wiley Office Equipment Co. **Carpeting**—Carpetland USA Inc.

Architecture—Robert Larson, project architect; Robert Lambert, principal-in-charge-of-architecture; The Lowenberbreg/Fitch Partnership. **Interior Design**—Kathleen Peters, project designer; Suzanne Smallman, principal, technical advisor; Designs Unlimited Inc. **Mechanical & solar engineering**—Charles Wilkin, project engineer, Ralph Hahn & Assoc. **Energy consultant**—Enercon Ltd. **General contractor**—C. Iber & Sons.

Photos by William Sharpe

DESIGN RANKS HIGH IN RECRUITMENT CRITERIA

Rookie accountants look favorably upon firms with well-designed offices



With hard competition for recruits the rule in the world of accounting, Arthur Young & Company strives to attract the best and most competent young professionals. To compete effectively the firm demands high-quality design not only for image, but as a draw to young accountants.

"'Where will I sit?' is a common question of rookie accountants as they consider a potential employer," explains Burt Richmond, chairman of the board, RMM, the design firm contracted for this Denver installation. "Top accounting firms realize the importance of good work environments for even the newest staff members."

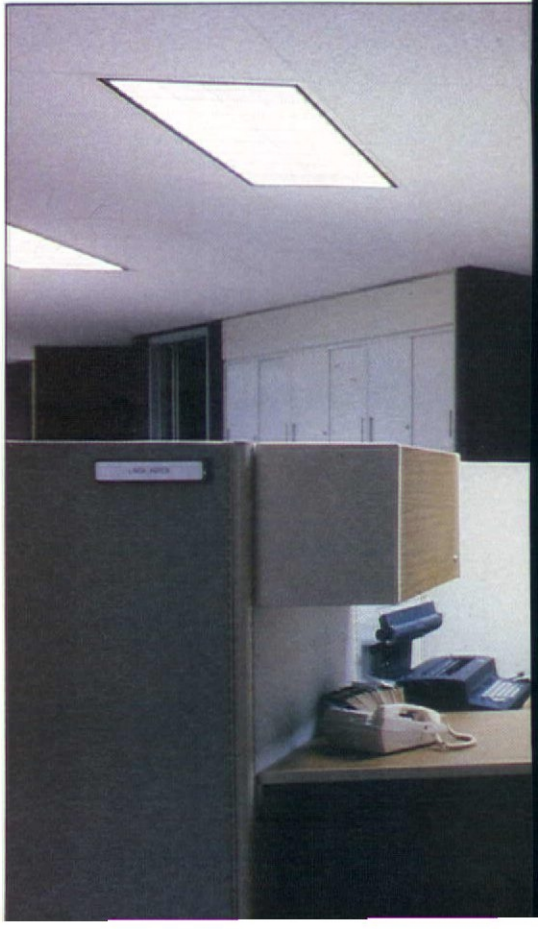
Richmond, project director, recognized the desirability of window adjacency, as well as fulfillment of departmental needs. He suggested appointing a representative task force from Arthur Young to review design factors. "It was a democratic procedure," says Richmond of his successful venture. "The representative group was fully informed of design criteria, and there were no disappointments or surprises." Each constituent represented needs and desires of departmental colleagues.

Windowless space accepted

Mid-managment gave up traditional window offices to allow staff accountants significant daylighting in open plan environments. Supervisor offices sans windows were glass-walled on one side to face related departments.

A glass-enclosed conference room is set behind the main reception area for a continuing view through to the exterior, creating a striking effect upon entry. Building configuration causes an irregular interior space but gives windowed facades on six sides. File room, library, and training center were planned according to existing angles, which add interest to the office layout.

Burgundy carpeting teamed with wood furnishings and softly upholstered partitions give the space a plush, yet contemporary feeling. □





Open plan workspace (left) was positioned adjacent to windows for maximum daylighting. Managers who gave up window offices have glass-walled spaces overlooking worker areas. Reception area (below) provides exterior views through conference room space.

SOURCES

Interior design—RMM Denver; Burt Richmond, chairman of the board and project director. **General contractor**—Al Cohen Construction.

Carpet—Karastan. **Wallcovering**—Wolf-Gordon. **Lighting**—Columbia. **Reception seating**—Knoll International. **Conference seating**—Herman Miller. **Conference table, credenza**—Modern Mode. **Executive desks, credenza**—Hiebert. **Secretarial chairs**—Herman Miller. **Staff workstations**—Westinghouse System. **Staff seating**—GF Business Equipment. **Secretarial files**—Westinghouse System. **Filing, library furniture**—Lundia. **Filing, overhead storage**—GF Business Equipment. **Education center seating**—GF Business Equipment. **Tables**—Howe.





Six-sided layout, illustrated in floorplan (opp. page), shows angular interest created by learning center and library/file room. Secretarial stations (left) have panels on two sides for privacy and noise control, yet are open on remaining sides to avoid a claustrophobic atmosphere.

NEGOTIATIONS SHOULD

How designers negotiate is more important than what is being sought by either party when bargaining

Editor's Note: This is the second article in a two-part series focussing on communications skills for architects and space planners.

by **Dr. Charlotte L.R. Schwab**

Once learned, communications skills can be successfully applied to negotiations between client and designer. The same principles of observation—listening and expressing— that carry a job through to completion underlie negotiation procedures in the bid phase.

Learning to see, understand, and use negotiation skills involves correlating the time, energy, and cost of negotiating with goals and objectives. Remember, *how* you negotiate is more important than *what* you are negotiating.

Conflicts should never arise from needs merely because needs are different. Rather, through negotiation, the mutual satisfaction of needs can be realized. Both sides must feel that they have had their most important needs resolved; it is a win-win proposition. In broad terms, there are seven principles of negotiation as outlined in the Schwab Institute's "Successful Negotiation Strategies" seminar program:

- Setting goals
- Power
- Information
- Communication
- Location
- Timing
- Gender negotiation

The first principle, setting goals, is the what, or the content, of your negotiation. What are you after? Is the fee the most important need you have? If so, settle on a figure by raising your expectations. State the fee negotiation at least 20 percent higher than your expectation of what you will get.

Test your assumptions and always be ready to alter them. Be flexible in goal setting and re-setting. Be open to details and gradations of needs—your own as well as the other party's. Always save your major issue—goals—for the end of the process. Never advance it as a closed-end statement at the beginning.

For example, fee should always be left to the end of the negotiation process. Similarly, an architect or designer should never present a design at the beginning of negotiation, but rather should introduce himself with a statement like, "I'd like to talk to you about your needs." By leaving any concessions to the end of the process and never making them too large, designers can observe the incremental rule.

Be sure to communicate sub-goals which you relate to the other party's needs. Sharing sub-goals is a question of knowing the specifics, gathering enough pre-negotiating information, using timing—what and when you communicate, as well as how.

Power: two kinds, four sources

Negotiation's second principle, power, is the ability to do, act, or exercise control over people, events, and self. There are two kinds of power: force and perception.

Force does not apply to negotiations. Perceived power, however, is an important principle for any negotiation. If we perceive we have power, we do indeed have it and can convey it.

If I am a new designer, for example, and I am not confident about my power to command interest and respect, I could undermine myself on the way to negotiation. On the other hand, I could visualize myself as having power—as being very confident to do the job and as the best and most creative designer.

That way, by the time I arrive at negotiation, I have engendered a sense of power in myself which I can communicate to the other party involved.

There are four sources of power:

- Competition
- Risk-taking
- Commitment
- Involvement

Competition is a very important source of power because others will want to hire you when they know that you are in demand. Make known that you are sought after. Always have more than one prospect on the line. Take advantage of the interest in contract design by keeping your options open and generating many alternatives to give

SATISFY ALL PARTIES

yourself a sense of power.

Risk-taking is an important source of power. Train yourself to take calculated risks. If you don't risk, you don't get anything. For example, if you are a new architect or designer, you might take a reduced fee initially to show what you can do for a company.

Gain the commitment of your own team before negotiating any contract. Then, in the negotiation process, attempt to get commitments from the other side by asking such questions as, "Do you agree that this approach will satisfy your needs?

Part of the commitment process is building your own loyalty to a project. To accomplish this aim, be sure to get the facts and do your homework prior to entering any negotiation process. Preparation is 50 percent of success.

If you are negotiating with representatives of a corporation, in addition to obtaining as much information as you can about the individuals who will be involved, read their annual reports and speak to everyone you can about the company. Ask questions even when you think that you know the answers.

Women are afraid to look "dumb," while men feel that they are expected to know. Both do themselves an injustice by these attitudes.

Negotiate a setting

Where you negotiate is negotiable. Negotiate the place (your office, or the other party's) which gives you a sense of confidence but does not place you at a disadvantage. You may not want to be "trapped" on your own turf; you may want the freedom to leave.

On the other hand, if your own office is impressive, it may be wise to show it off. The usual negotiation stance, however, is to let the buyer be in the impressive setting role, with the seller deferring to the buyer in matters of location. This includes seating arrangements. Where possible, however, meet in a neutral setting.

However, don't put yourself at a disadvantage by being seated in a one-down position where you feel inferior. Remember, *your perception that you have power gives you power*. The point is to consider all parties involved and decide which is better for both of you.

Negotiation scheduling is important. If you aren't fully awake until noon, don't schedule breakfast meetings. On the other hand, if you are at your best before dawn, meet for breakfast. Most important to avoid is rushing the procedure at the start.

Negotiation is an incremental process like choreography. Don't let yourself be trapped into discussing bottom lines in the beginning or middle of the negotiation and beware of ending it too soon. Only you decide when it is over.

Similarly, you always can continue or re-open conversation. The question is, is it worth it to you? It is wise to let your partner(s) in the collaborative negotiation process believe that they made decisions. People like to select and think that they made decisions.

A virtually unknown, but important, aspect of negotiations identified by the Schwab Institute—is gender negotiation between parties.

Demographics in the business world are changing. Already, 50 percent of the labor force is women and the Bureau of Labor Statistics estimates that the labor force will grow 25 percent by 1995, with women accounting for two-thirds of that growth. In some industries such as design, sales, finance, law, and retailing, the figures are more dramatic.

Men and women—and business in general—are confronting new problems for which old solutions don't work. Men and women need to acknowledge, understand, and deal with the fact that gender is a feature of all interpersonal communication and negotiation.

Gender negotiation has been developed into a seminar format at the Schwab Institute. As preparation for negotiation settings, it trains men and women to overcome gender role stereotypes and to behave in new ways which work to their advantage. Men and women learn to speak each other's language and to become more productive by negotiating more effectively. □



Dr. Charlotte L.R. Schwab, formerly a professor of social psychology at the City University of New York, is president of the Schwab Institute, which specializes in personal, professional, and management development training programs that emphasize communication, negotiation, and sales.

Space Condensed & Improved In Citizen's Open Plan Redesign

New facilities increase control of insurance files, boost employee morale & productivity in less space

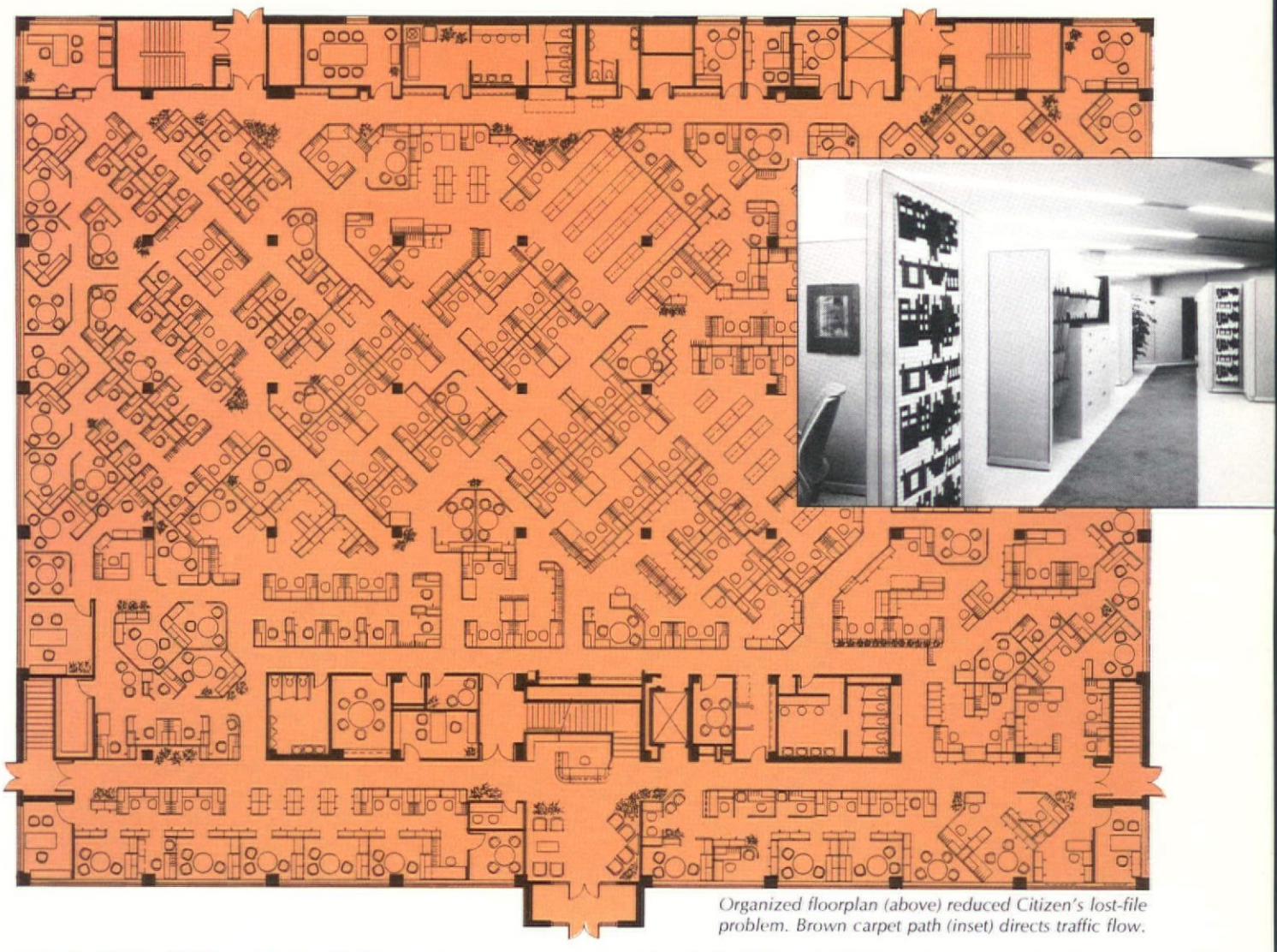
by **ANNE KRUEGER**
Contributing Editor

Relieving a crowded workspace and updating office procedures were two tasks successfully tackled by Corporate Innerspace, Ann Arbor, Mich. in the redesign of Citizen's Insurance, Howell, Mich. Employee productivity and morale—increasingly inhibited by a cramped and unattractive environment—and the discovery of numerous missing client files led Citizen's to search for a quick and financially sound design solution for its 1955 building.

The company considered three options: 1) constructing a new building, 2) building a second-floor addition to the existing structure, or 3) condensing the 45,000 sq. ft. of existing space. With Corporate Innerspace's recommendation, Citizen's opted for the less expensive but effective condensation of per person space and the rechanneling of inter- and intra-departmental paper distribution via a

Carpeting, fabric panels, and workstations reduce distracting activity and noise at Citizen's. After installation, employee productivity and morale increased considerably, while capacity of the two-story office space went up by 17 percent.





Organized floorplan (above) reduced Citizen's lost-file problem. Brown carpet path (inset) directs traffic flow.

controlled hub called the Commercial Processing Control Center (CPCC).

The latter was the brainchild of Citizen's methods department and controls filing, mail, and paper distribution. It also incorporates a mail delivery path which originates and terminates at the CPCC after passing perimeter mail and distribution stations. The result is a drastically reduced lost-file problem.

"You can imagine a 1955 building with linoleum floors and a 12-ft. steel pan ceiling," says Corporate Innerspace principal Gary Church in describing the project. "There was one big room filled with 250 people, desks and files. About 75 of those people were involved with typing, so you can imagine the din."

Condense with open plan

Steelcase 9000 furniture, carpeting and fabric panels to absorb the sound, and the color-coordinated CPCC increased employee productivity and morale ("They're even dressing better," a Citizen's VP told Church) while also increasing the capacity of the two-story office space by around 17 percent, Church says.

Originally, traditional offices lined the window perimeter of the two-story building. Part of the redesign involved removing walls and translating the space into the open-plan system being installed.

"We told management that moving into a modular environment might be a problem for those management people who had doored offices, "Church says. To solve that potential problem, taller 80-in. panels were used in perimeter spaces to provide more privacy, and a little more prestigious seating was installed, Church explains. Managers of different departments were relocated into perimeter offices, while all other employees were placed in open-plan offices on the inside.

Colors direct traffic flow

Dark brown carpeting was specified to direct the CPCC traffic flow. Taupe was used elsewhere. Wall paint was kept a conservative and neutral putty color but fabric panel colors vary according to department. For example, the CPCC color is green, auditing department uses yellow and orange, and the underwriting department is predominately blue, Church points out.

The transformation to the systems plan took place in eight phases, coordinated by Citizen's and Corporate Innerspace, with the cooperation of the Steelcase dealer and an independent installation group. "Each phase of the installation took place on weekends," Church said," so it never interfered with business hours." □

SOURCES

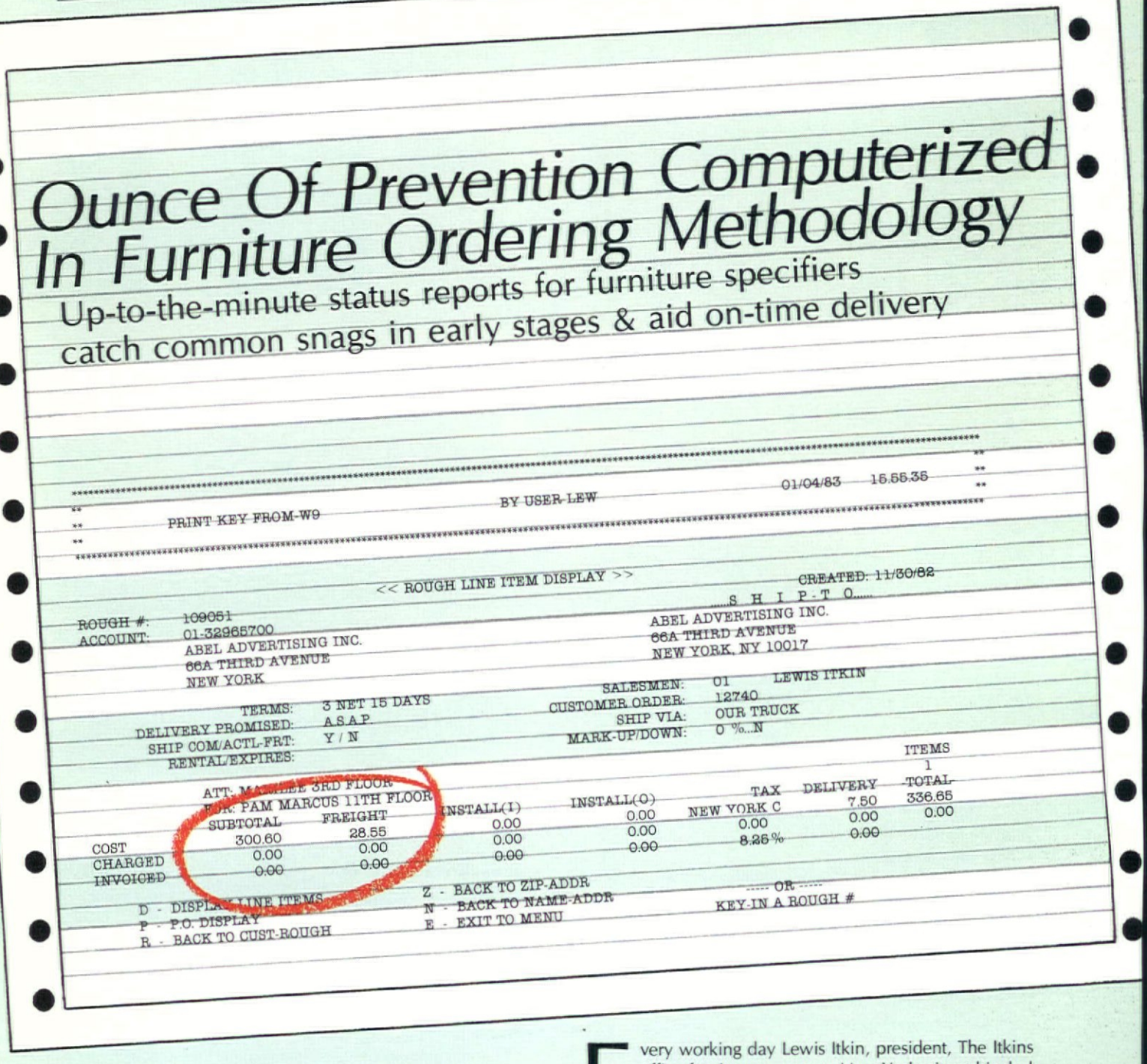
Seating, Files, Panels—Steelcase 9000.
Carpeting—Interface.

Design—Corporate Innerspace, Gary Church principal—marketing. Dana Bailey, principal—design. Sharon Spore, principal—administration.

By **RACHEL LONG,** Associate Editor

Ounce Of Prevention Computerized In Furniture Ordering Methodology

Up-to-the-minute status reports for furniture specifiers catch common snags in early stages & aid on-time delivery



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Searching for ordering mistakes is simplified by checking consolidated information on computer print-outs. Items requiring further investigation are circled in red. A similar print-out is sent to clients as an update on order status.

Every working day Lewis Itkin, president, The Itkins office furniture company, New York, sits at his desk with a red marker, circling items on stacks of computer print-outs. Those crucial red circles indicate potential problems in orders and deliveries such as product availability, improper specification, or missed ship dates. The extensive print-outs are a result of The Itkins' intricate computer tracking system.

Overnight printing of all sales orders processed each working day allows The Itkins' customer service department to check reports immediately. Once, when 10 chairs had been ordered and only nine entered in the computer, the mistake



Partners Leonard Itkin (left) and Lewis Itkin pour over records of orders processed on the computer the previous day. Both company executives have terminals in their offices for immediate access to records.

was detected the following morning. The order was corrected with no time lost.

Lewis Itkins' partner Leonard Itkin, secretary-treasurer, spent nearly two years with a programming consultant and an IBM 34 system developing the firm's detailed software. The Itkins master menu of computer functions is an awesome display of programs.

"We're constantly updating the system—making it fit our needs," says Leonard Itkin. "At first, we wanted to buy a computer software program from a San Francisco furniture dealer. With a 3,000-mile distance separating us and making communications difficult, we decided to do it ourselves. And, we made sure certain elements were included that would be to our advantage."

While that seems only logical, The Itkins' program has evolved from giving the firm merely an advantage to giving them an exclusive program improving accuracy of ordering and follow-up.

Software adapts to needs

With the menu divided into several areas, The Itkins' computerization process gives information of general or specific nature according to needs of clients, salespersons, and management. For instance, an Itkin computer operator can call up an account number by client zip code and receive the firm's in-house number, order number, account number, and specifier's name for further information access. The Itkins' master menu can call up:

- sales reports.
- inventory inquiries.
- purchase orders.
- tax area file.
- booked sales.
- customer inquiries.
- delivery slip generation.
- special item purchase orders.
- invoicing.
- credits.
- sales commissions.

A typical Itkin order includes information such as account number, shipping location, terms, delivery date, salesperson, customer order, ship method, mark-up, installation, cost, customer charges, and invoice amount.

Further programming allows the computer operator to call up detailed information on items ordered. That includes manufacturer's name and model number, purchase order number, descriptions, number of items ordered, quantity received, and quantity invoiced. The purchase order screen can be called up to yield shipping information.

Clients check orders

Perhaps the most innovative aspect of The Itkins' computer capabilities is the generation of computer print-outs for client information. Clients receive continual updates on orders via computer processing. "Customers love it," reports Lewis Itkin, whose share of management responsibilities is primarily sales-oriented. "Status reports for our clients eliminate surprises. Clients know exactly what state an order is in and they are aware of any pitfalls in the process. If a COM order will not be available within the time frame they require, the option is there to change the order before it's too late."

Proving invaluable to sales reports and accounting data, the computer can compile instantly information on customer credit, payment schedule, and total purchasing history by amount and manufacturer. The menu also allows generation of sales reports for commissions, depreciation, and taxes.

New era at establishment

The Itkins' computer expertise is a far cry from the days nearly 50 years ago when the founders pushed dollies along Madison Avenue trolley tracks making furniture deliveries and seeking new customers. Lewis Itkin and Leonard Itkin, cousins forming second-generation management, have brought a high-tech approach to the family business. Maintaining annual sales of more than $10 million, The Itkins have Madison Avenue headquarters, a sprawling Manhattan warehouse, a fleet of trucks, and a staff of 60. Local advertising campaigns have generated great attention.

Not quite ready to market software for the intricate programs they have developed to aid business and keep clients content, The Itkins continue to upgrade their own capabilities. They have cut errors to a minimum and can provide order information for specifiers in a matter of seconds or minutes on the computer. □

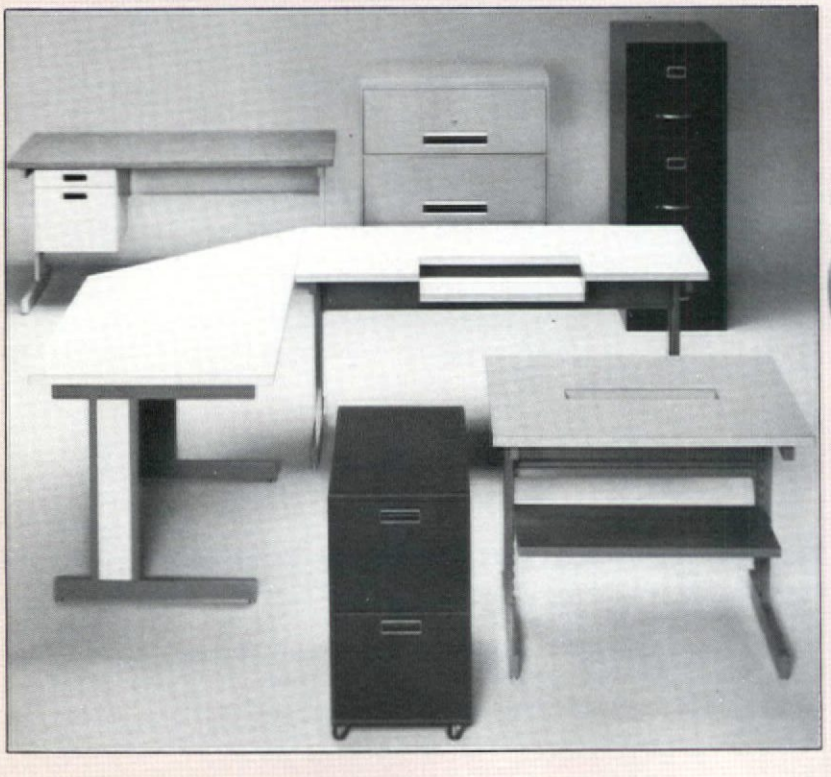
OPEN PLAN DOMINATES OFFICE FURNITURE MARKET

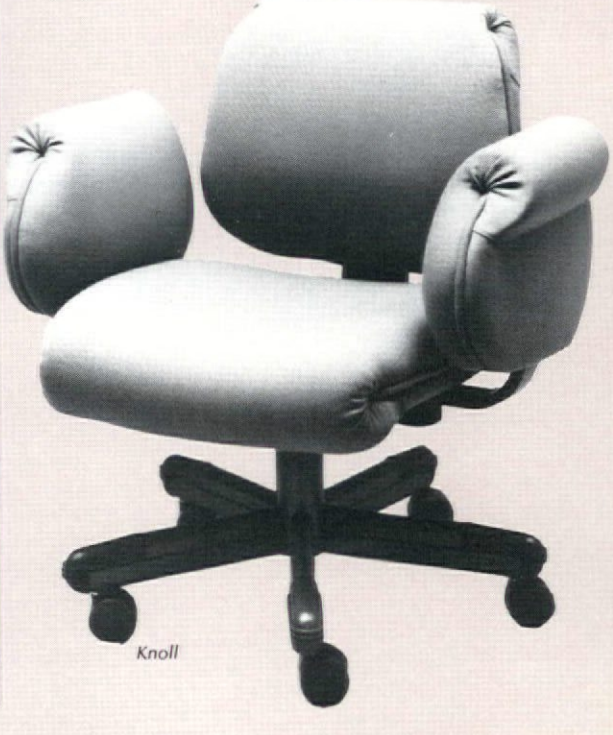
Seating intros & updates add variety to traditional looks



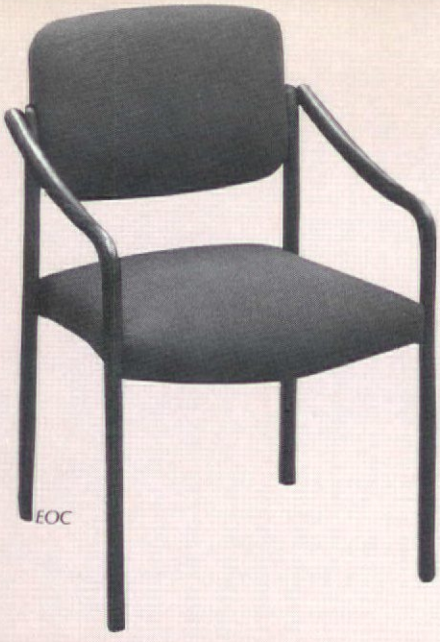
Cramer

Invincible





Knoll



EOC



GF

Cramer—"WorkScreen" panels create immediate space division and privacy without permanent modifications to existing office. Connectors provide solid walls of colors without intrusion of poles or aluminum frames. Rounded upholstered edges harmonize with existing furniture. **Circle No. 212.**

Invincible Metal Furniture Co.—A wide range of colors is now available for office products in metal constructions. A variety of files, printer stands, workstations, and desks are offered. **Circle No. 327.**

Knoll—"Stephens Office System" seating consists of an operational chair, management chair, universal task chair, and high-backed executive chair. Softness in look and feel is achieved by separate back, arms, and seat pieces, all independently adjustable. **Circle No. 252.**

EOC—"Sparta" stacking chairs have deep-cushioned construction and individually replaceable seats, backs, and legs. Varied finishes are available. **Circle No. 274.**

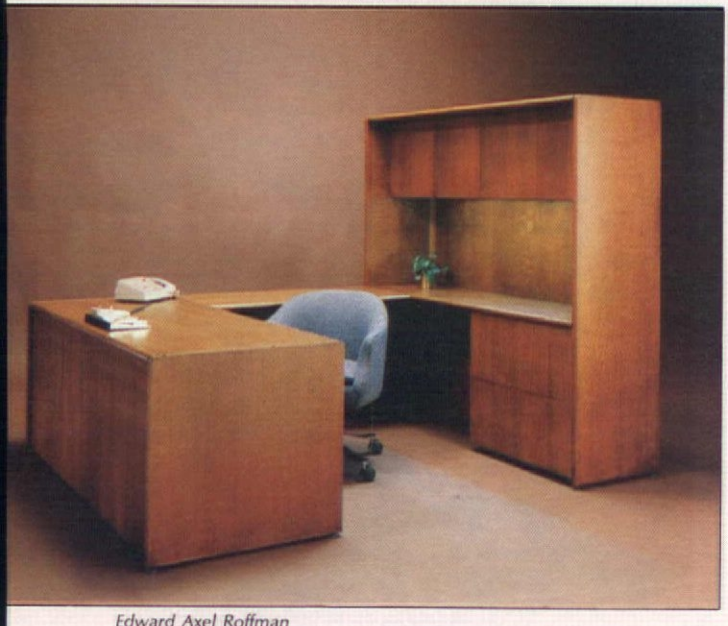
GF Business Equipment—"Open Plan System" includes components designed for computer-support and electronic applications. Split-height worksurfaces are offered. **Circle No. 240.**

Edward Axel Roffman—"56 Modular Office System" consists of credenzas, with standard or legal-size file drawers, and desks available with or without upper structures. Optional returns bridge desk and credenza. **Circle No. 267.**

Cumberland—Modular reception desk group, available in a variety of configurations, offers a mid-height, 32-in. ledge. Desks are available in oak and walnut. **Circle No. 242.**

Magna Design—"Verispanel" is a free-form enclosure to surround any workstation, conference area, or noisy space. Curved panels stand alone. **Circle No. 358.**

Atelier International—"Hilton System" functions as a wall-mounted or freestanding credenza in the executive suite. Cabinets hold lateral files and materials. **Circle No. 238.**

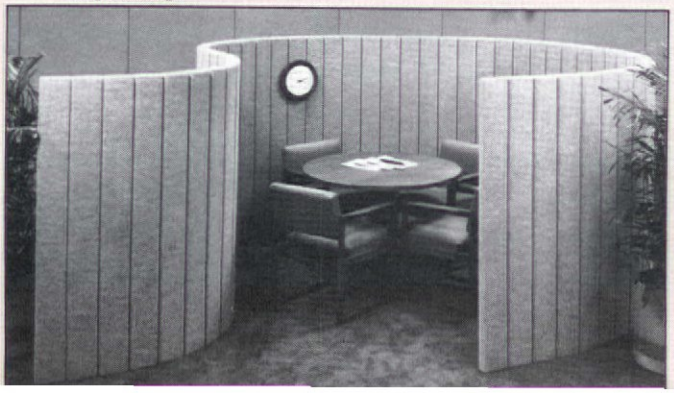


Edward Axel Roffman



Cumberland

Magna Design





Atelier International

Built-in locks are standard security

Pace—"7400 Arco" desks are part of sculptured glass line from Fiam of Italy. Glass is used for complete structure; table supports rest on lacquered rods. **Circle No. 359.**



Pace

Artec—Mahogany furniture system features Remote Centra, a central locking system with concealed cables that unite the locking mechanisms of pedestals and overhead cabinets to one lock cylinder. One key locks up to six storage units. **Circle No. 245.**

Reff—"System 55" is a fully acoustical wood office system with electrical raceway bases and facilities to accommodate EDP work systems. Wide range of veneered components allows flexibility. **Circle No. 253.**

Samsonite—Low-back executive tilt/swivel chair is part of the "6200 Series" designed by Robert/Bernard Associates. Articulated shell allows continuous support with flexible back movement. Cantilevered arms are constructed of resilient, self-skin urethane molded over steel. **Circle No. 319.**

Procaccino—Credenza, made of Finnish or natural birch with laminate finish, is available in five sizes. Combined with 14- and 28-in. components, it offers many options. File drawers accept letter and legal-size folders. **Circle No. 270.**

Luminaire Contract—Add-on components permit user to complete open plan configurations as needs arise. Large inventory allows immediate shipment. Open plan workstations and storage units are shown. **Circle No. 332.**

Harmon—Open panel system with raceway provisions for pre-electrification comes in freestanding or suspended types. Panels have oak hardwood caps and are available in many styles. **Circle No. 244.**

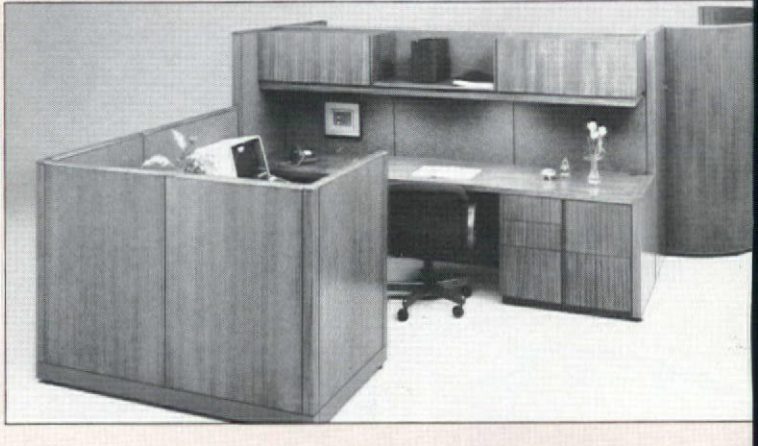
Stow/Davis—"Moving Chair" has back and arms that move with the user while the seat remains stationary. It is available in mirror chrome or black-fused epoxy on steel with walnut, maple, or upholstered arms. **Circle No. 226.**

Harvard Interiors Manufacturing Co.—"610" clerical posture chair model is offered as part of a full series of office seating. Free-form armrests are designed for use at EDP consoles, terminals, desks, and workstations. **Circle No. 331.**

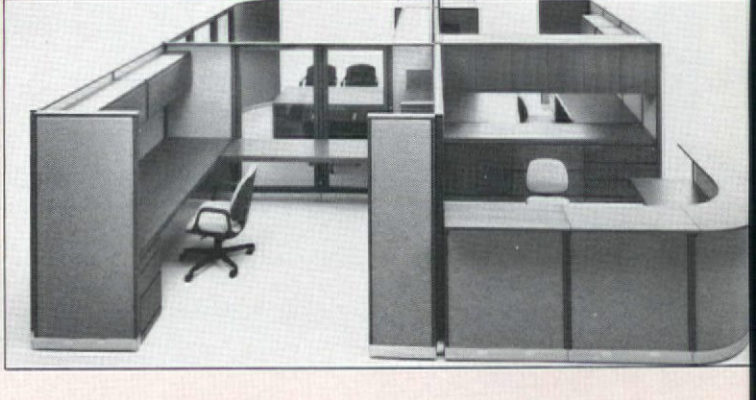


Samsonite

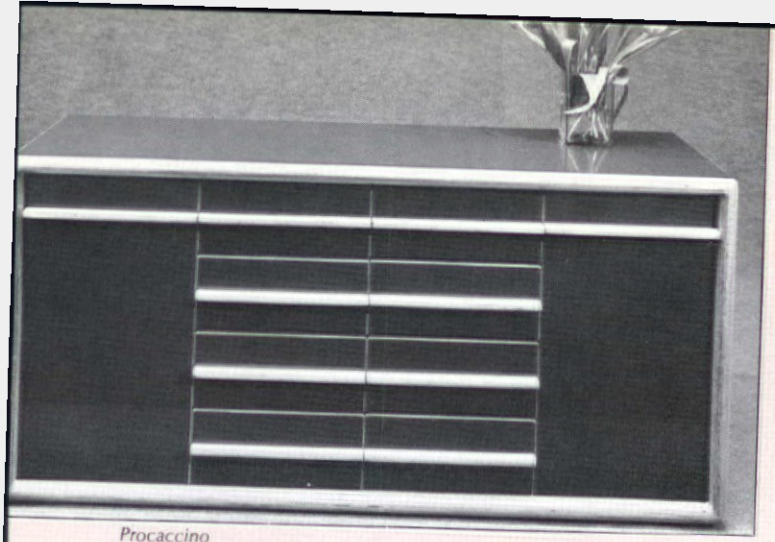
Artec



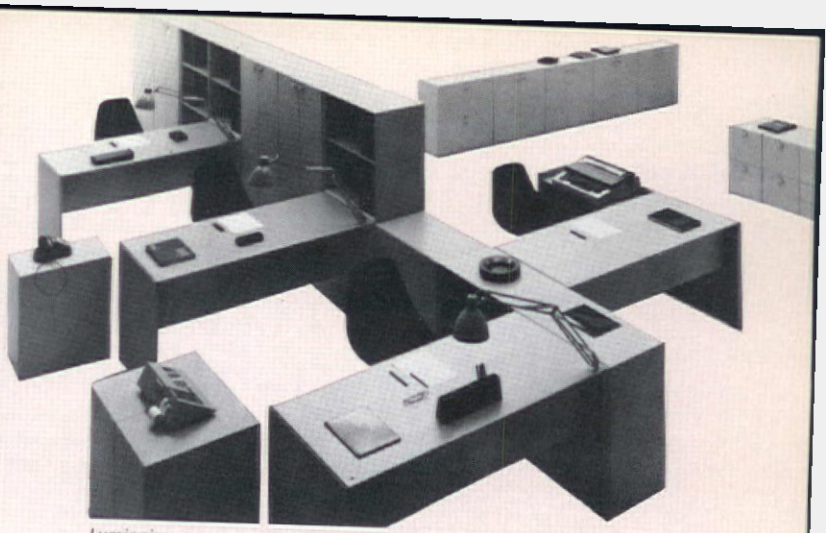
Reff



Corry Jamestown—Pedestal System accommodates EDP printouts as well as legal, A2, or letter-size folders. "2000 System" and "1000 Series" are offered in 30-, 24-, and 18-in. depths, all in standard desk and typing heights equipped with built-in locks. **Circle No. 229.**



Procaccino



Luminaire



Stow/Davis

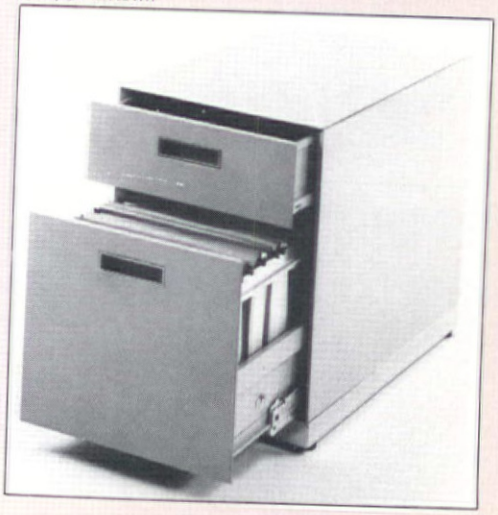
Harmon





Harvard

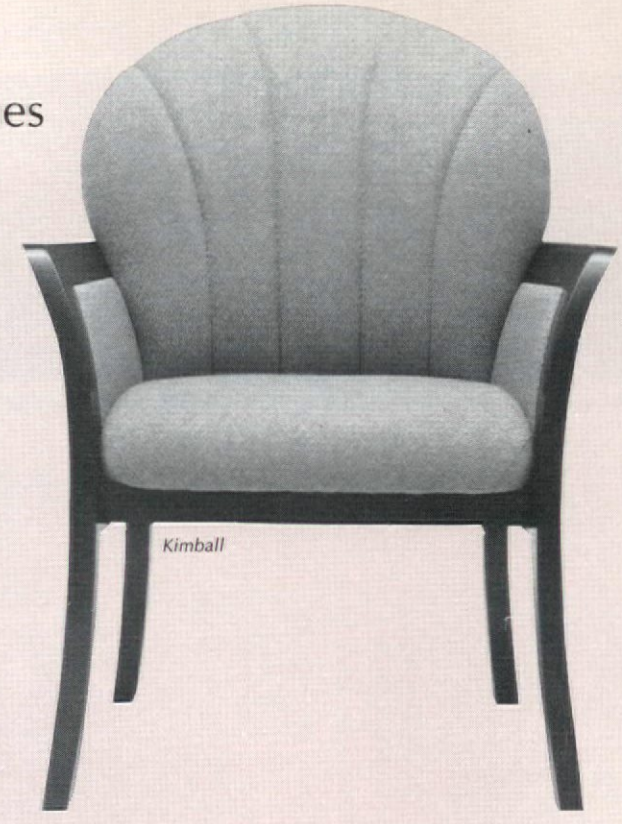
Corry Jamestown



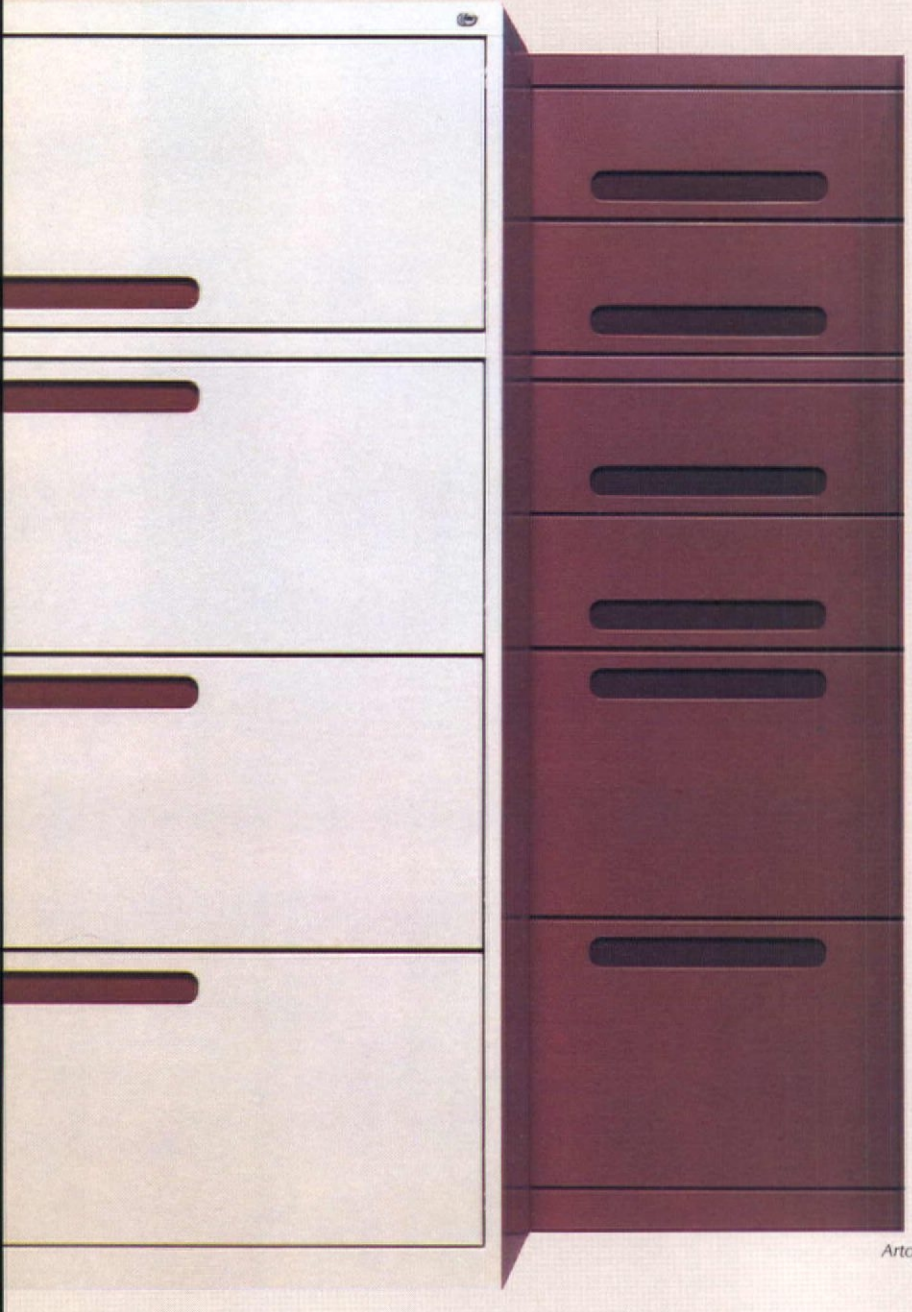
Upholstery, cushions soften seating lines



Haworth



Kimball



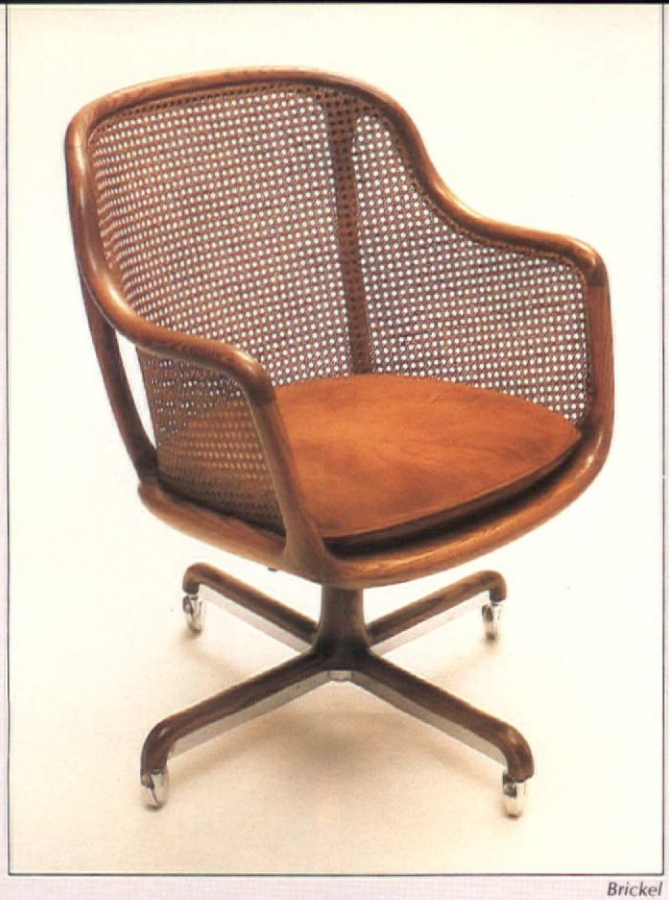
Artopex

Monel

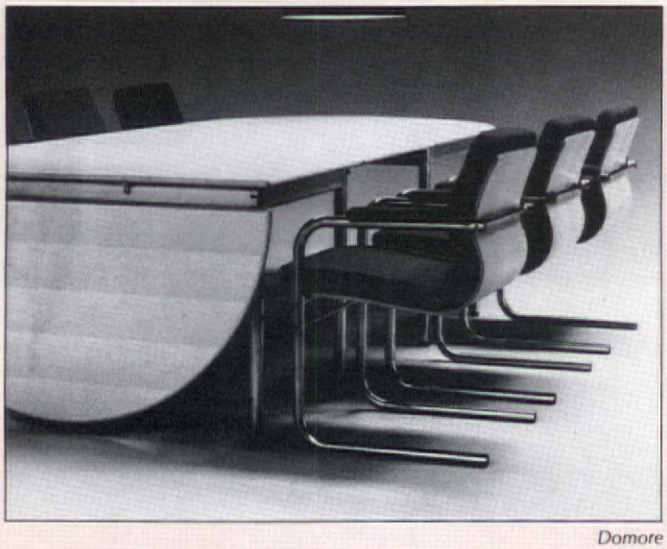


Madison

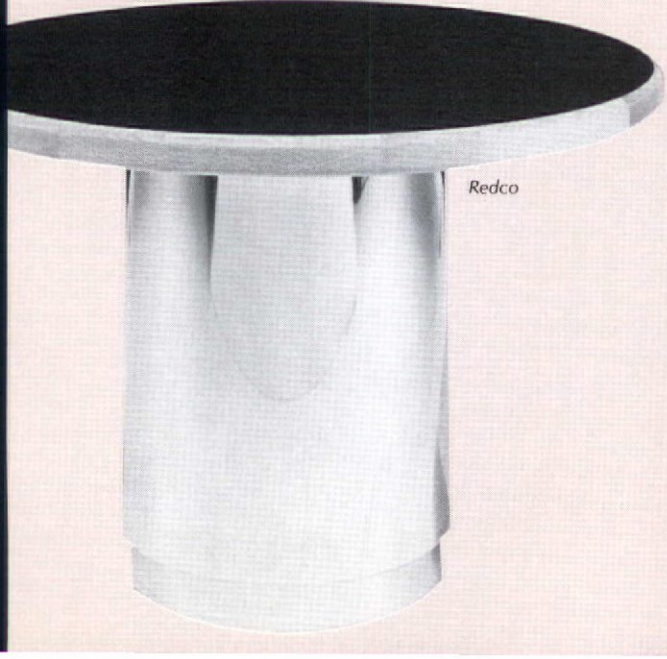




Brickel



Domore



Redco

Haworth—TriCircuit ERA-1™ prewired panels and UniTex™ electronic support worksurfaces are especially designed for automated offices. Three electrical circuits are standard and are programmable according to power needs. Interconnecting phone and terminal lines may be accommodated in a separate internal raceway. **Circle No. 318.**

Kimball—"Stellans Collection" has channeled-back and smooth-back, models, with or without arm panels. Offered in walnut and mahogany frames, the chairs are available in wool, nylon, and leather upholsteries. **Circle No. 246.**

Artopex—Modular filing system's AS-60 handle softens the hard-edged look of steel. Numerous color combinations from 20 standard colors complement open office system furniture. **Circle No. 213.**

Monel—"Living" modular lounge series is available in armchair, settee, and three-seat sofa components. Also offered are left- and right-facing arm elements for extra-long seating unit or angular configuration. Seat has hardwood body. Outer shells are made of molded plywood upholstered with polyurethane foam and Dacron overlays. **Circle No. 268.**

Madison—"Ergonomic Executive Range" is offered in high- and low-back models with posture and swivel-tilt controls. Mechanism allows isometric adjustment to natural movement of user. **Circle No. 204.**

Brickel—Natural-oiled ash chair has caned back and arms and semi-attached, knife-edge seat cushion. Pedestal has tilt-swivel with profile casters. Chair is carved wood on mirror-plated steel base. **Circle No. 233.**

Domore—"Series 2R Table/Desk Seating System" provides design flexibility throgh a system of drop panels and interleaves. Complementary conference side chairs are available with legs or sled base. **Circle No. 235.**

Redco Manufacturing, div. LHL—Table has laminate top with oak wood edge and chrome cylinder base. Tops are offered in various colors and sizes. **Circle No. 317.**

Hiebert—"Option Two" series executive "L" desk has standard inlaid top and return surface. Flush return is 55-in. long with three pedestals. A 43-in. drop is available with one pedestal. **Circle No. 249.**

Brayton—Dimension chairs have upholstered seats 23½-in. wide bolted to frames made from mirror chrome or antique bronze-plated rectangular tube. Model variations include leg base, sled base, tilt/swivel, low, medium, and high back. **Circle No. 201.**



Hiebert

Brayton



Ganged seating suits lounges

Smokador—"Modu Plus 6000 Series," an accessory system for open offices, has units 7-in. deep for use on desk tops and panels. Units are available in 10 colors. **Circle No. 225.**

Thonet—"X"-frame chair has arm and back section made of solid, steam-bent wood. Frame is tubular steel and the seat frame combines steel and wood. Chair is available upholstered or with cane seat. **Circle No. 271.**

Alma Desk—Swiss-engineered, ergonomic "Zucomat Seating System" responds to user's movements and reduces fatigue. Chairs are available in nine models. **Circle No. 221.**

Hauserman—"Privacy Panel System" offers 75-in. glazed panels to allow executive auditory privacy without limiting visual communication. Panel-suspended components include overhead binder storage and task-level filing and drawer units with oak veneer fronts and tops. **Circle No. 217.**

Vecta Contract—"FS Series" has added a matching fabric boxing for high-back and manager chairs. Series provides constant lumbar support as the user changes positions. **Circle No. 227.**

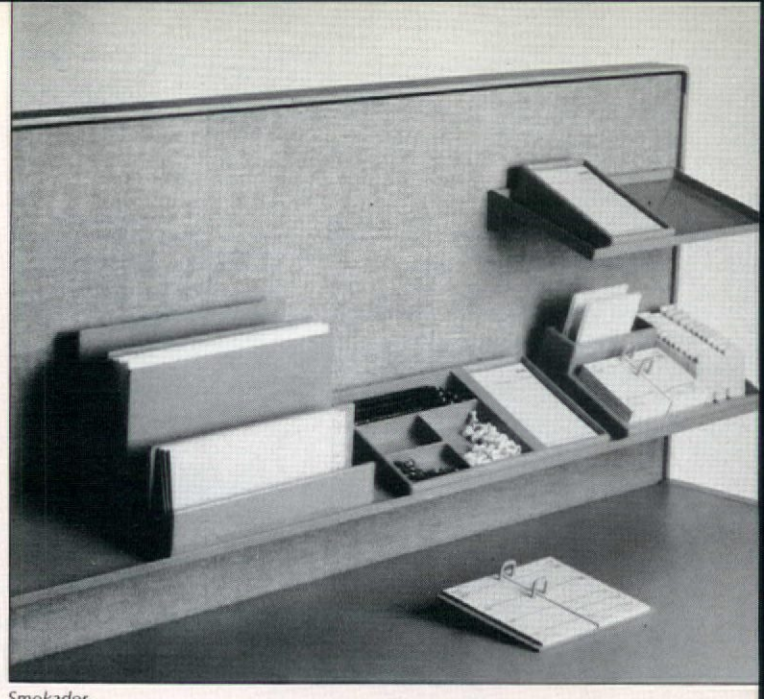
Krueger—"Dorsal" seating system, available in black, sand, and amber, includes operational and stack chairs in fabric or leather upholstery. **Circle No. 209.**

Helikon—"Quorum" chair is set on a swivel base with rolling casters, and has a ribboned wood frame that curves from back arm to front. Shown with tufted leather upholstery, chair is also available in other fabrics or COM, and in mahogany, walnut, or ash in several finishes. **Circle No. 211.**

AGI—"Cascade," a multiple seating unit is offered in a one-, two-, three, and four-seat version, lending an interesting treatment to lobbies, offices, or waiting areas. **Circle No. 263.**

Rudd International—Expansion of this line moves the "Cyborg Program" into executive and conference seating. Fingertip pneumatic adjustment is standard. **Circle No. 310.**

Precision—"System 9" open plan office system features acoustical panels in various fabrics including Design Graphics as well as straight and curved transparent panels. **Circle No. 222.**



Smokador



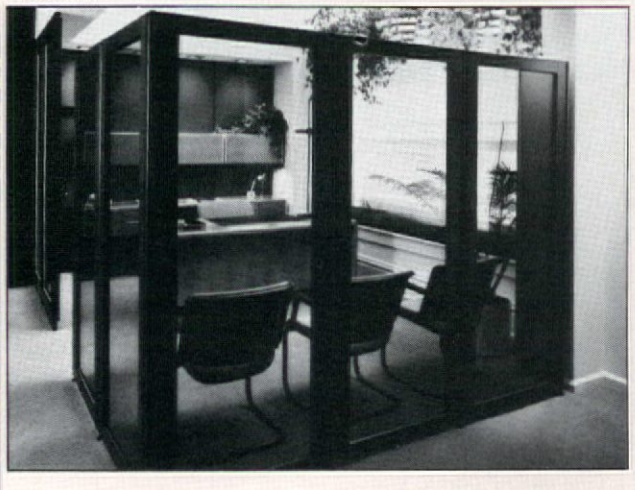
Thonet

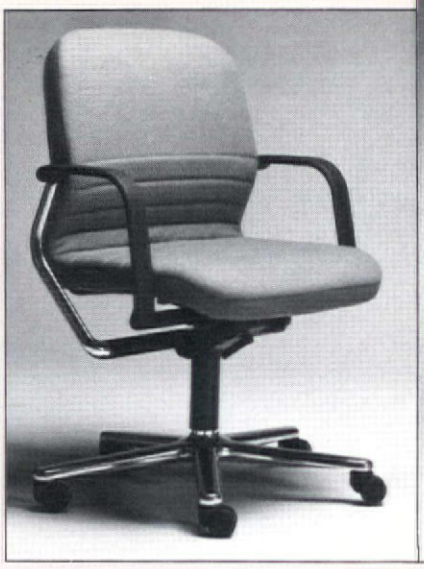


Alma Desk

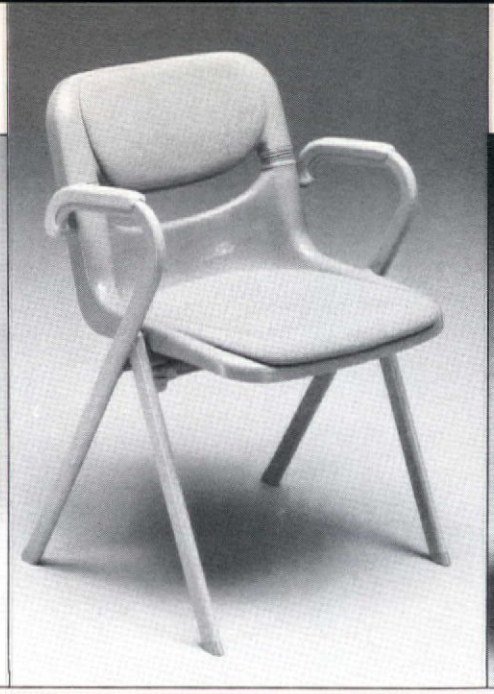


Hauserman

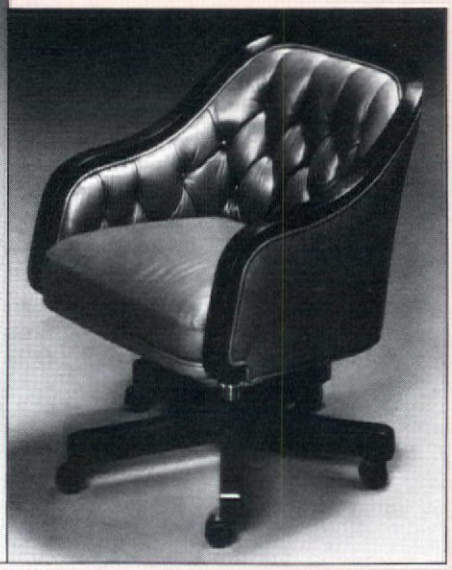




Vecta Contract



Krueger



Helikon



AGI

Rudd International

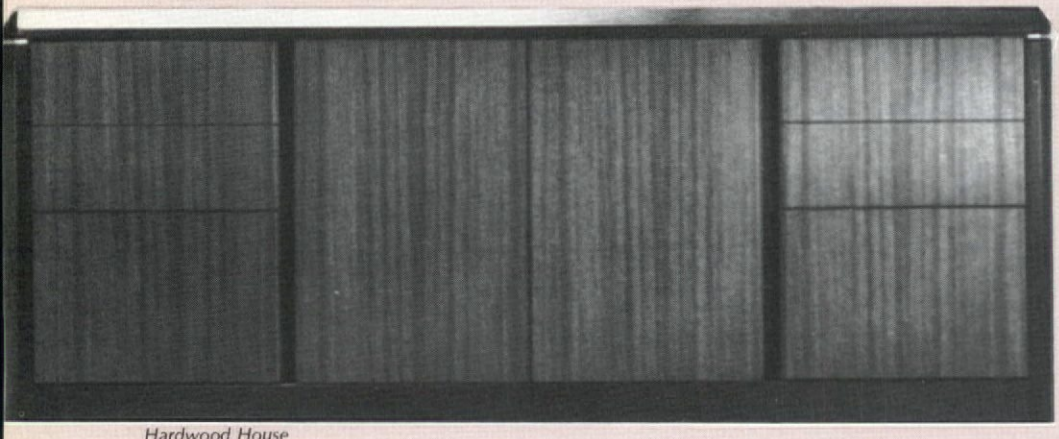


Precision



OFFICE FURNITURE/FURNISHINGS

Frames give chairs sleek look



Hardwood House



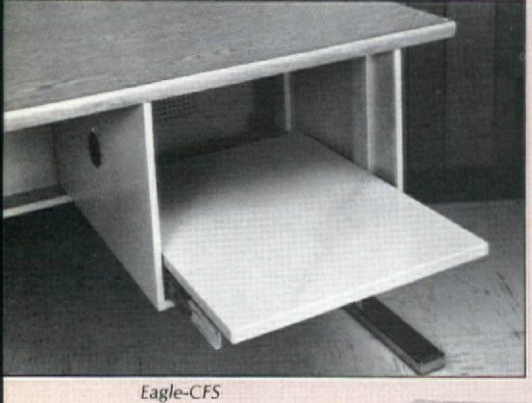
Dyrlund

Acoustical Screens



Shelby Williams





Eagle-CFS

Mode Corp.



Kron

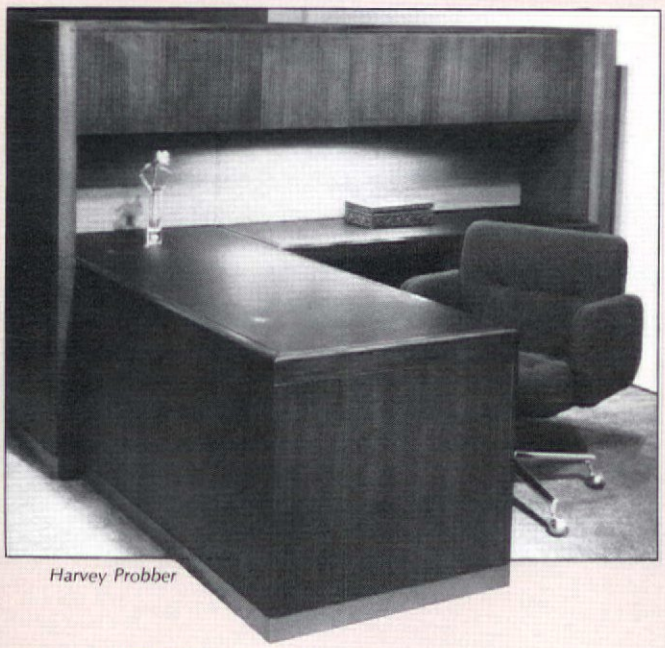




Lehigh-Leopold



Office Suites Inc.



Harvey Probber

Hardwood House—"Bevel Collection" offers executives desks, credenzas, conference and occasional tables, seating, bookcases, and storage components, available in a variety of sizes and finishes. **Circle No. 266.**

Rosewood desk from **Dyrlund** of Denmark is completely finished inside and out. Drawers are solid rosewood with finished interiors and glass sheet over center extension. Line is available through Euster Associates Inc., Armonk, N.Y. **Circle No. 372.**

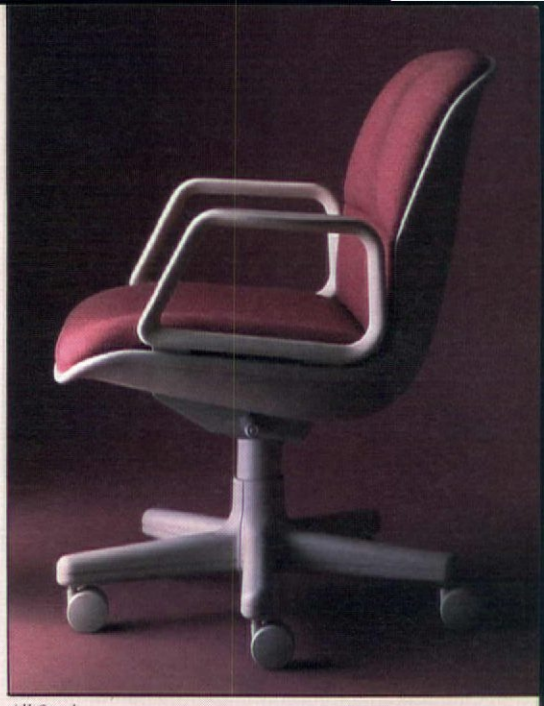
Shelby Williams—Arm chair has continuous bentwood frame and foam-padded spring seat. Dimensions are 25½-in. by 25½-in. by 33-in. **Circle No. 228.**

Eagle-CFS—Universal electronics module for component storage in computerized offices is made of 16-gauge formed steel and comes in black, blue, neutral, brown, and tan. Electrical cables feed through pre-punched openings in rear. **Circle No. 203.**

Acoustical Screens Corp.—Interact™ system contains totally integrated workstations with panels, desks, files, and storage. Dual executive workstation is shown. Solid hardwoods, veneers, metallic bases, and various fabrics allow system coordination. **Circle No. 361.**

Kron—Cini Boeri designed model 153 for lounge or office seating. Two-seater may be upholstered in top-grain leather. Company now serves U.S. market with a Ft. Lauderdale manufacturing facility. **Circle No. 360.**

Mode Corp.—"Profile 80" series of panels, system furniture, and seating is offered in complementary styles and finishes. Panels have variable hinge connectors for easy layout changes. Furniture is made of double post-formed laminated worksurfaces, freestanding or panel supported. **Circle No. 313.**



All-Steel

Lehigh-Leopold—"Zeta" cantilevered side chairs, available with or without arms, have classically styled sled bases. Laminated wood is available in rift-cut oak or American black walnut veneer. Upholstery is selected from the Litton Textiles collection. **Circle No. 239.**

Office Suites Inc.—Clean, simply-designed "Astro Series" consists of table desks, executive desks, and credenzas. Series is offered in oak or walnut with bases in mirror chrome, antique brass, or clear acrylic. **Circle No. 214.**

Harvey Probber—"Bankers Series" is constructed of mahogany solids and veneers with antique bronze inserts, framing leather, and bronze pulls. Workstations may stand alone or clustered. Double-wall construction permits unlimited concealed wire management within the unit. **Circle No. 308.**

All-Steel—Ergonomic series called "Penta 200" is constructed with built-in lumbar support in molded outer shell. Executive posture chair (shown) has tilt-swivel control. **Circle No. 206.**

Leather upholstery inserts enrich desks, chairs, lounge groupings

Steelcase—"Elysee" sofa line, available in straight settee, corner settee, and hassock, is suitable for reception and office areas. Tubular steel construction is over-molded with flexible polyurethane. Cushions are polyurethane foam encased in slipcovers. Line is available in more than 300 upholstery materials. **Circle No. 220.**

Conwed—"Series 2100/2200" radius-style desks are available in natural, medium, or English oak finishes with palomino laminate or matching veneer tops. Desks feature a recessed approach panel and full complement of drawer configurations and return options. **Circle No. 273.**

Tiffany Stand—"400 Series" connectors bring together individual tasks into one work station. One-in. particle board is covered with mar-, stain-, and burn-resistant laminate. Modesty panel is standard. **Circle No. 247.**

Executive Furniture—"Electra Series" is offered in walnut veneer with matching high-pressure laminate top. Drawers have steel ball-bearing suspensions with full extension file drawers. Locks are standard. **Circle No. 218.**

Harter—"3700 Series" includes color-coordinated bases, columns, and arms, gas lifts on stenos, operators' chairs and arm tilters, hidden "finger-tip" back adjustment, and fabrics in 42 colors. **Circle No. 207.**

IFS—Articulated seating with solid cushion to prevent cross-pleating is available in leather and neutral fabrics. Chair has brake system and air canisters. **Circle No. 230.**

Intrex Inc.—The "Forma" group by DeSede of Switzerland is a series of sofas with rounded contours. Tight leather strips accentuate lines. Beech frame supports layer of foam. **Circle No. 324.**

Inotec—Workstations feature electronically adjustable VDT stands, worksurfaces, and connecting units from the "EDP 2100 Series." Pedestals are from the "Synercube 9000 System." **Circle No. 243.**

American Seating—One-piece, molded, antler-like arms of the "Biochair" do not restrict leg and body movement. Arms are constructed of glass-reinforced "Rynite" 530 thermoplastic polyester resin. **Circle No. 219.**

Rubbermaid Commercial Products—"Designer II" series of desk accessories offers letter trays in both letter- and legal-sizes with stacking options. Five color choices are available. **Circle No. 323.**



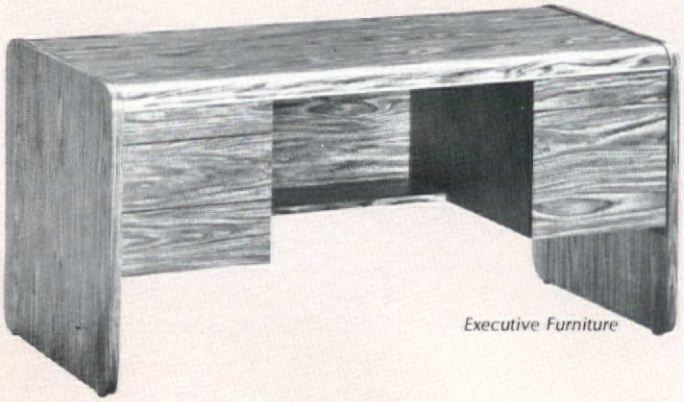
Steelcase



Conwed

Tiffany Stand





Executive Furniture

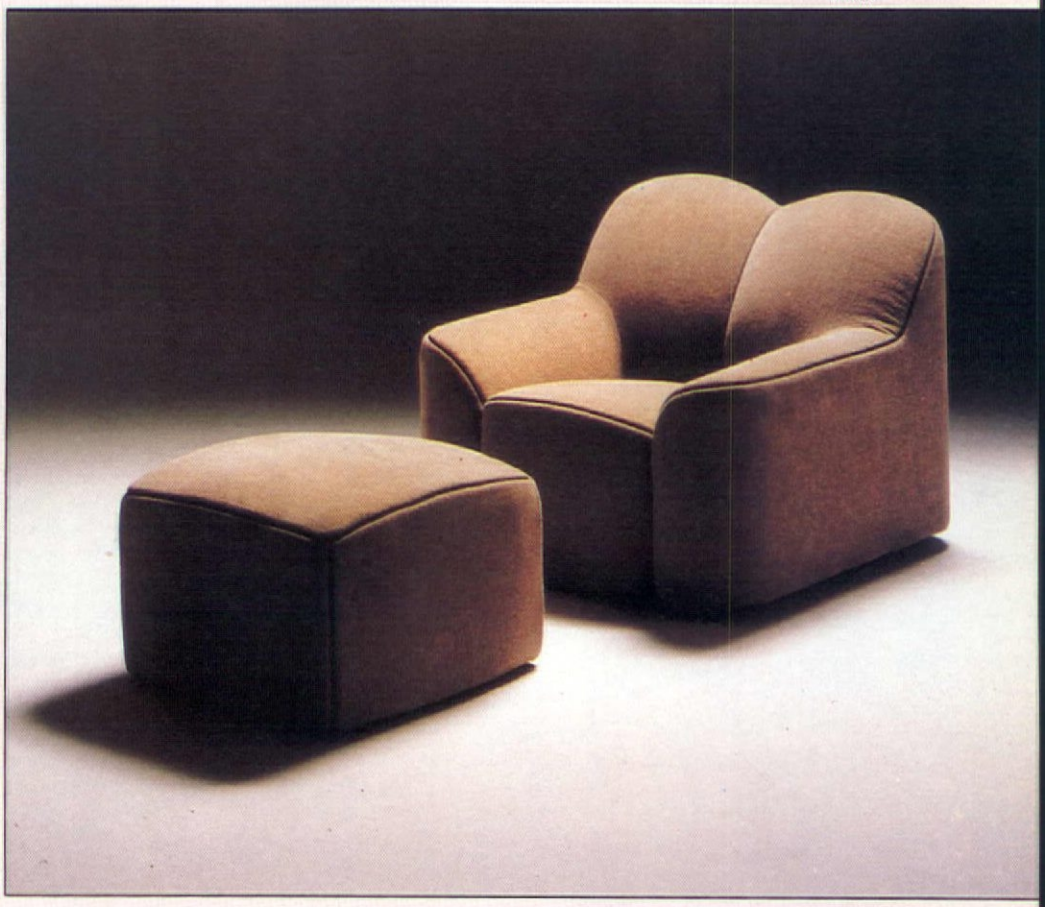


Harter

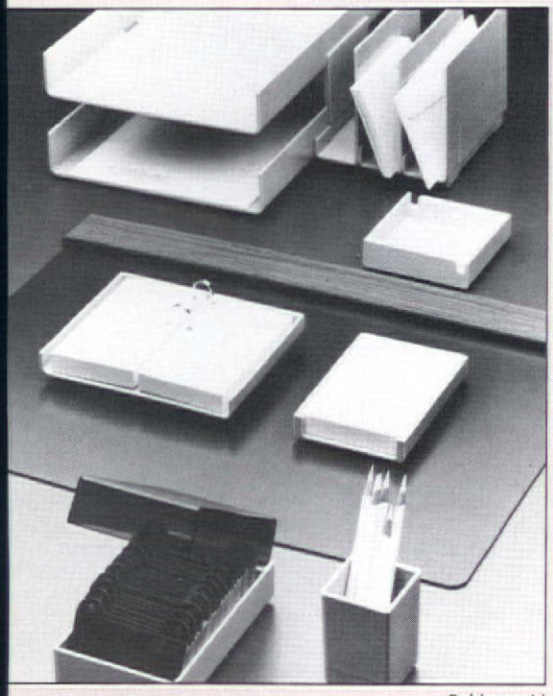


IFS

Intrex



Inotec



Rubbermaid



American Seating



Library Furnishings Adapt to Growth With Emphasis on Modular & Space-Saving Units

Electrical options add light & power access



Adjustable Steel Products

Adjustable Steel Products—Stacks constructed of steel, with reinforced shelves, are able to handle 50-lb.-per-sq.-in. loads. Various panels, sizes, and post finishes are available options.
Circle No. 293.

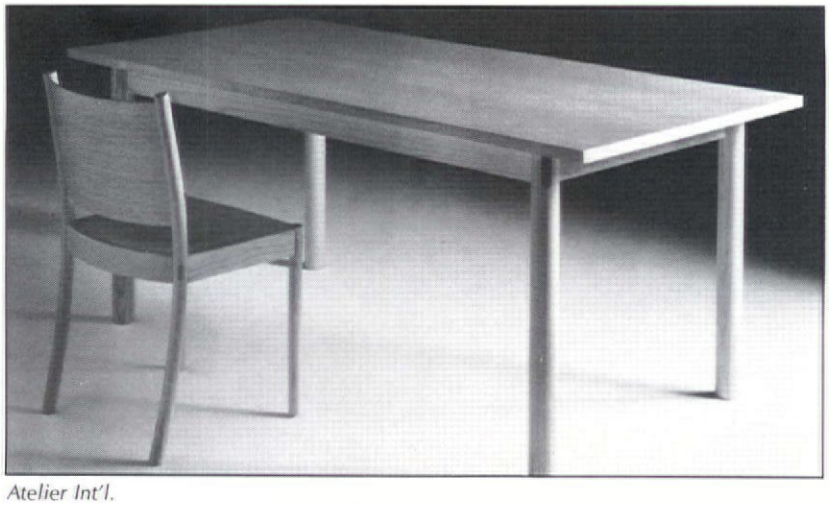
Kinetics—Unit designed for youth areas consists of 36-in. diameter table with four stools custom fitted to table base. Various top materials are offered with table base and stools in 17 colors.
Circle No. 294.



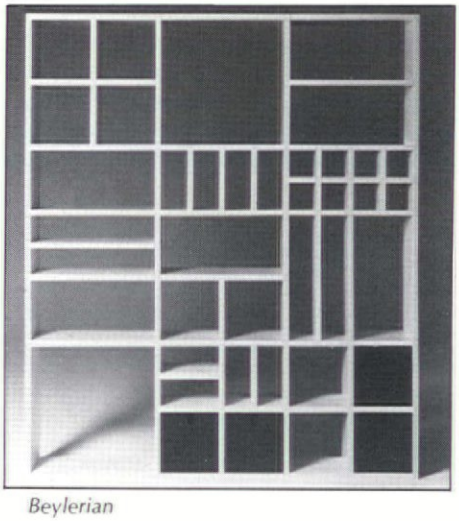
Kinetics



Vecta Contract



Atelier Int'l.



Beylerian

Hale Mfg.



Cramer



Gregson



Vecta Contract—"Wilkhahn 84" series consists of fully upholstered one-, two-, and three-section sofas which can be joined with connecting tops to form various arrangements. Lacquered Finply end panels are offered in 16 colors. **Circle No. 281.**

Atelier Int'l.—Designed by Werther Toffoloni, the "Uni" table is available in three models and 27 variations. Table tops offered are beechwood veneer or natural particleboard with various base finishes. Complementing "Uni" chair (shown) completes the collection. **Circle No. 285.**

Beylerian—"Polvara" modular shelving system is made of rigid, extruded ABS plastic. Shelves can be assembled from basic components and are adaptable to any design. Panels may be cut to customer specifications. System is also available in prepackaged units. **Circle No. 284.**

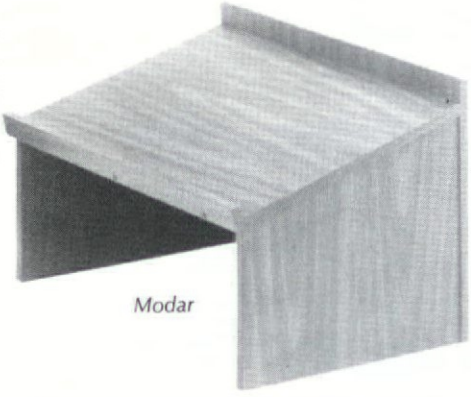
Hale Mfg.—Bookcase can utilize as many adjustable shelves as needed. Constructed of wood, it is available in walnut, oak, and birch in various sizes. **Circle No. 283.**

Cramer—Spring-loaded wheels allow "Kik-Step" to be rolled easily. Wheels automatically retract when product is in use providing non-slip footing. Rubber treads ensure safety while rubber bumpers protect finish. Item is available in 12 colors. **Circle No. 288.**

Gregson—"Campus Oak" seating is offered as one-, two-, or three-seat units with an overall width of 31¾- to 85-in. Height of all models is 30-in. Units are designed for library and institutional use. **Circle No. 279.**

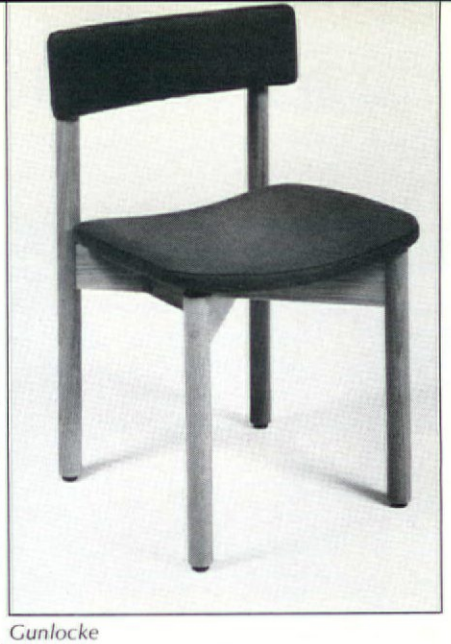
Stacking units conserve space

Modar—Table and floor lecterns have 24- by 16-in. note platform. Light or microphone may be attached to front overhang. Full-length model has 23- by 15-in. storage shelf. Lecterns are offered in oak and walnut. **Circle No. 275.**



Modar

Gunlocke—"8091 Series" side and arm chairs are designed specifically for desk and conference table applications. Product features rounded edges of solid white oak in all-wood or upholstered versions. **Circle No. 282.**



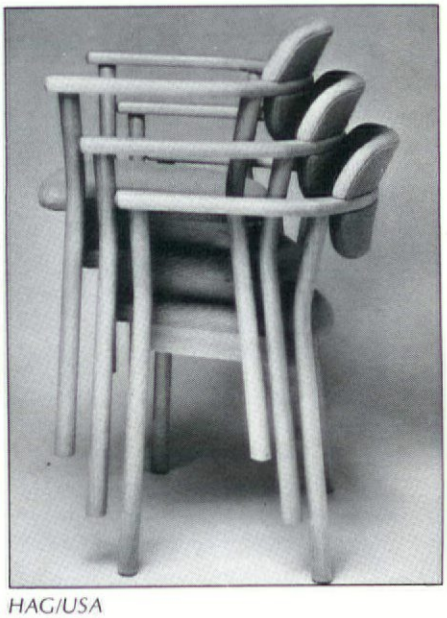
Gunlocke

Library Bureau—"Medallion '82" collection features radius corners, rounded aprons, and recessed reveal strip. Items available in maple, birch, and red oak include carrels, tables, stands, and card catalogs. High-pressure laminate tops and chrome legs are options offered. **Circle No. 292.**



Library Bureau

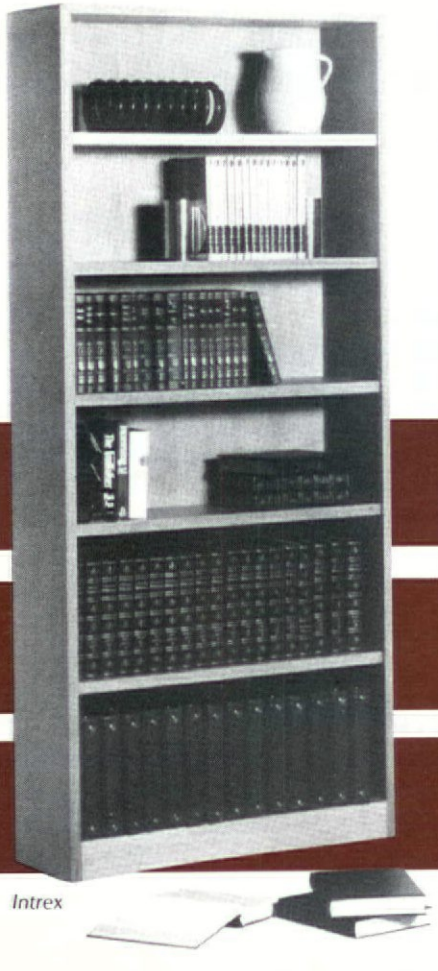
HAG/USA—Slim, contoured arms of the "Corpus Chair" fit easily under table tops. Chairs can be stacked five high for storage. Double-curved posture backrest cushion insures proper support. Beechwood frame is available in natural or three stain options. **Circle No. 280.**



HAG/USA

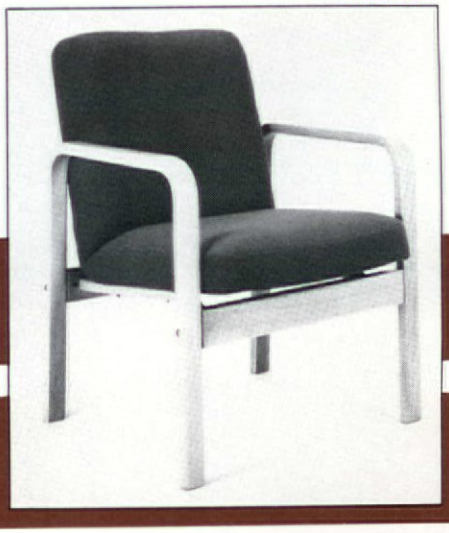
Castelli

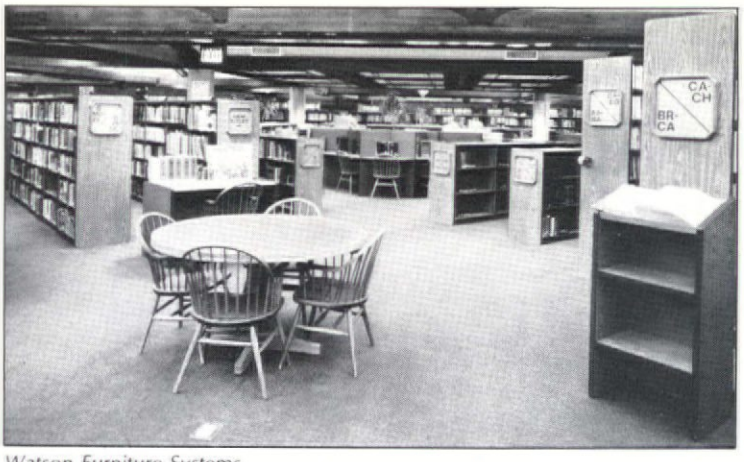




Intrex

Loewenstein





Watson Furniture Systems

Castelli—"Axis" fixed or movable seats may be equipped with tablet arms, arm rests, ashtrays, and simultaneous translation equipment. Black polyurethane resin or polished aluminum finishes are offered. **Circle No. 276.**

Intrex—Bookcases (shown) are an addition to the "Katonah" line of office furniture. Items are offered in 14 high-gloss or low-glare colors, five woods, and five burls with a choice of 29- or 80-in. heights. **Circle No. 290.**

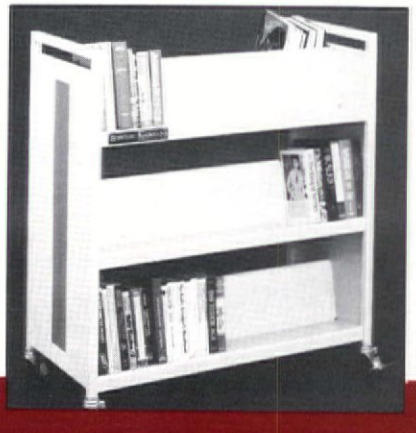
Loewenstein—"Dario" lounge chair is constructed of laminated beechwood with interlaced rubber webbing upholstered over 3½-in. foam. One-, two-, or three-seater is available in widths ranging from 24½- to 65-in. **Circle No. 278.**

Watson Furniture Systems—Modular library system offers flexibility to accommodate future change and growth. Product adapts to computerized/electronic libraries. Assistance is available for planning, layout, and design. **Circle No. 286.**

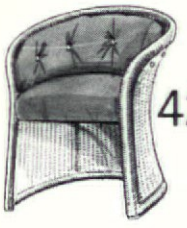
Bretford—Booktruck offers storage for books while allowing effortless handling of heavy loads. Product features six tilting shelves and "Quiet-Glide" caster system with locking brake. Heavy-gauge steel construction comes with beige finish and choice of accent stripe. **Circle No. 287.**

Worden—"Addenda" series shelves utilize a panel motif consisting of 2½-in. wide members, miter-joined at corners. End panels feature same panel style for both wood and steel book stacks. **Circle No. 289.**

Bretford



Worden


4293


4161


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4042

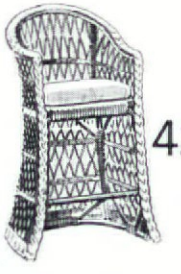

4152

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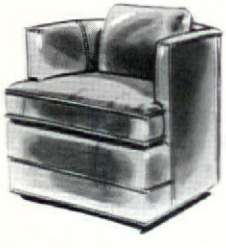

4292


1271


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4302

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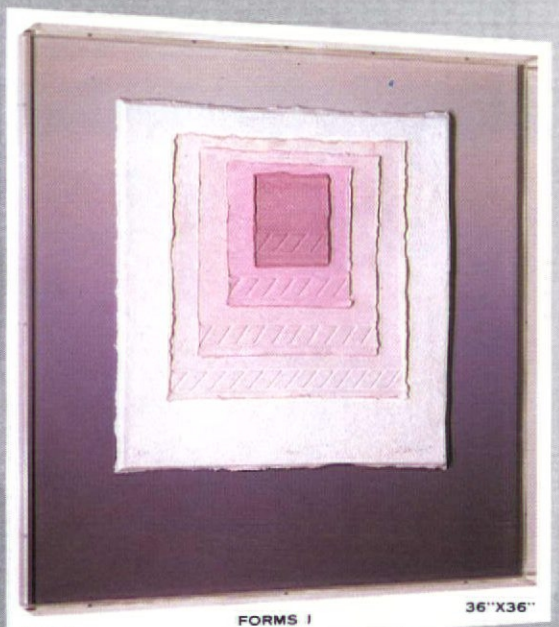
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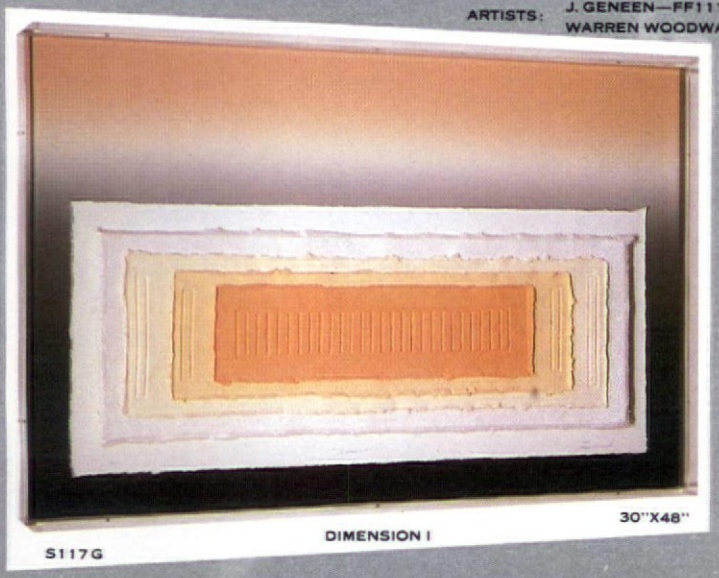


S1190 FORMS I 36"X36"



S121 FLAIR 30"X40"

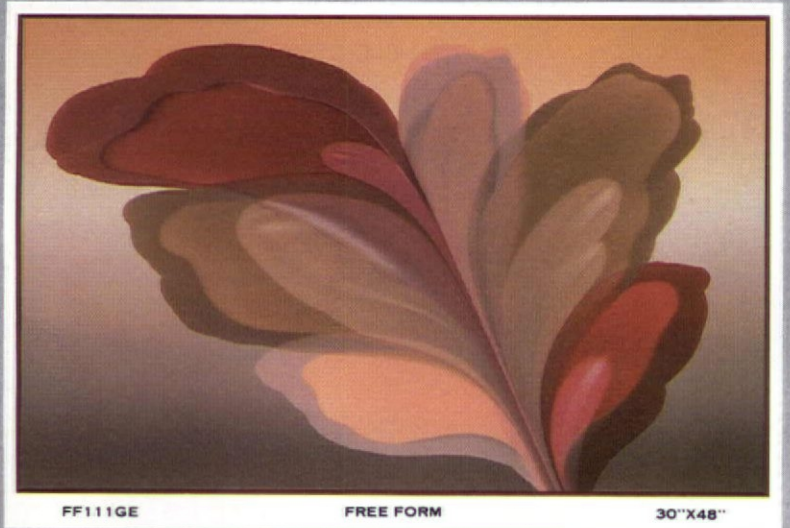
ARTISTS: J. GENEEN—FF111 TONY LEIVA—FF110
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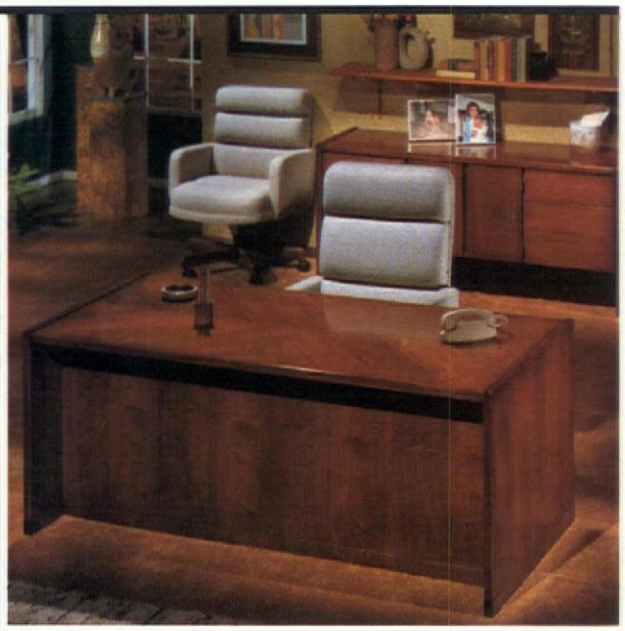
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Available with posture as well as swivel-tilt controls, Madison's new Executive Range features a variety of options. It's offered in either a high or low back model with a five-star base in oak, walnut or aluminum.

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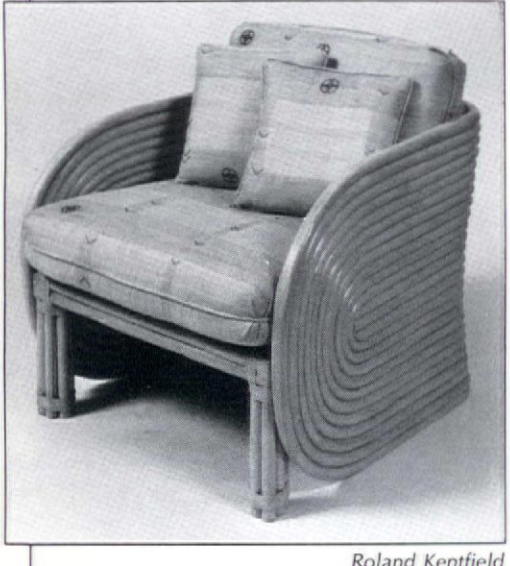
Circle 64 on reader service card



Brown Jordan



Modern Mode



Roland Kentfield



Virco

Delicate silks vs. rugged vinyls: Varied materials create products which complement California climate

Brown Jordan—"Caldwell Cast" chair meets seating needs indoors and out. Rugged side frames are die-cast, solid aluminum joined with aluminum rails. Finish coating is company's own UltraFuse™. Seating options include vinyl strap, vinyl-coated polyester mesh fabric, and cushions. **Circle No. 301.**

Modern Mode—Fine detailing and finishes characterize "S3" high profile executive desk and freestanding wall units. Items are constructed of white oak and black walnut with optional cherry lacquer. **Circle No. 304.**

Roland Kentfield—"Sanctuary" collection upholstered occasional chair has horizontal lines. Hand-printed silk fabric (shown) is designed by Kenneth Feld. Custom colors and finishes are available upon request. **Circle No. 296.**

Virco—Data stations are offered in heights of 26½- and 30-in., with bi-level possibility. They may be used alone or in modular configurations. Accessories include turntables, returns, and form receiver racks. Electronic modules and wedges to join units also are offered. **Circle No. 298.**


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Exit the 90° edge. Enter the 45 table.

Designer Tom Tolleson has integrated a geometric standard, the 45° angle, into a new point of view.

The 45 table has edges crafted of hardwood with matching or black plastic laminate surfaces. Metal frame and legs are black powder coated. They're available in a wide range of sizes, 17 or 29" heights.

Request 45 table literature and the name of the closest source. Krueger, P.O. Box 8100, Green Bay, WI 54308. (414) 468-8100.

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The Dorsal oval tube stack chair is designed by Emilio Ambasz and Giancarlo Piretti for OPEN A?K B.V. Manufactured and distributed in the USA under an exclusive license from OPEN A?K B.V. by Krueger.

NEW! FOR THE OPEN PLAN USER AND SPECIFIER:

RESEARCH REPORT COMPARES AND EXPLAINS ACOUSTICAL PERFORMANCE RATINGS OF THE LEADING OFFICE FURNITURE PANEL SYSTEMS

Product Crafters Incorporated, an independent consulting firm, is conducting a series of *CERTIFIED, ACOUSTICAL LABORATORY TESTS* on the *LEADING OPEN PLAN OFFICE FURNITURE SYSTEMS.*

The resulting comparison of acoustical performance ratings, in report form, is being made available to the Contract Industry and other interested professionals. The intent is to provide a *RELIABLE, SCIENTIFIC, ACOUSTICAL DATA BASE* which can be utilized to make more effective furniture selection decisions when planning for Speech Privacy in the Open Office Environment.

Without this comprehensive information, judgements on which candidate system performs best acoustically must rely upon analysis and evaluations of manufacturer's data. Although revelant, this data is not always sufficient or appropriate for an accurate, impartial comparison of two or more system's performance ratings.

This new research report will for the first time provide users and specifiers as well as systems manufacturers with a *VERIFIED POINT IN TIME COMPARISON* of the leading systems' acoustical performance ratings.

KEY FEATURES OF THE REPORT INCLUDE:

- CERTIFIED LABORATORY DATA AND ACOUSTICAL PERFORMANCE RATINGS ON 10 OF THE MOST POPULAR SYSTEMS SOLD. EACH TESTED IN STRICT ACCORDANCE WITH THE THREE PRIMARY TESTING STANDARDS IN MOST COMMON USE TODAY; ASTM C-423-81, SOUND ABSORPTION (NRC); ASTM E-90-81, TRANSMISSION LOSS (STC); AND THE PUBLIC BUILDING SERVICE PBS C.2 PROCEDURE III S(NIC') IN BOTH BARRIER AND FLANKING POSITIONS.
- ADDITIONAL SYSTEMS TESTED AND REPORTED ON THROUGH VOLUNTARY ENTRY INTO THE TEST PROGRAM BY PROGRESSIVE OPEN PLAN FURNITURE MANUFACTURERS WHO WANTED THEIR SYSTEMS' DATA INCLUDED.
- ALL TESTING CONDUCTED AT ONE CERTIFIED GSA RECOGNIZED ACOUSTICAL LABORATORY: ETL TESTING LABORATORIES, CORTLAND, NEW YORK (FORMERLY KODARAS ACOUSTICAL LABORATORIES.)
- ALL PANEL ASSEMBLIES OF EQUIVALENT CONFIGURATION PURCHASED "OFF THE SHELF" BY A THIRD PARTY COMPANY TO INSURE THAT STANDARD PRODUCTION UNITS ARE TESTED.
- GENERIC DESCRIPTIONS OF ALL SYSTEMS TESTED INCLUDING MANUFACTURERS' PRODUCT DESIGNATIONS.
- TESTING STANDARDS AND PERFORMANCE RATINGS EXPLAINED IN LAYMAN'S TERMS AND DISCUSSED AS TO THEIR APPLICABILITY TO "REAL WORLD" OPEN OFFICE ENVIRONMENTS.
- ELEMENTS OF SUCCESSFUL OPEN PLAN ACOUSTICS OUTLINED AND PROCEDURE FOR INSURING SPEECH PRIVACY SUGGESTED.
- COPIES OF ALL LABORATORY TEST REPORTS INCLUDED WITH TEXT.

PANEL SYSTEMS SCHEDULED FOR TESTING INCLUDE:
STEELCASE*HERMAN MILLER*HAWORTH*WESTINGHOUSE*KNOLL*ARTEC*HARTER*HAUSERMAN GF BUSINESS *AMERICAN SEATING*TIBBET*SUNAR*ALL-STEEL*AND MORE

Possessing the report's acoustical data, explanations, and practical Open Plan guidelines, the user and specifier will be better prepared to make prudent decisions for his company or client during the selection phase of projects utilizing Open Plan furniture systems.

Since every office occupant considers acoustical performance an important systems element you and your company cannot afford to be without this unique and much needed Acoustical Systems Selection Aid. To order your copyrighted report and insure its receipt in time for NEOCON evaluations, send us your company purchase order for $750.00 along with the accompanying order form.

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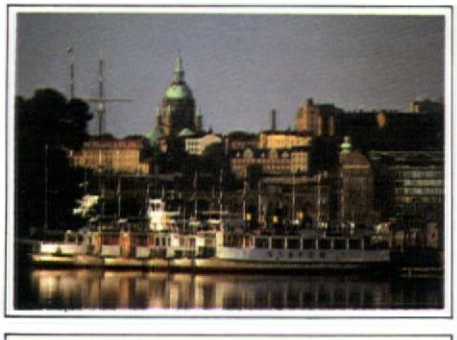
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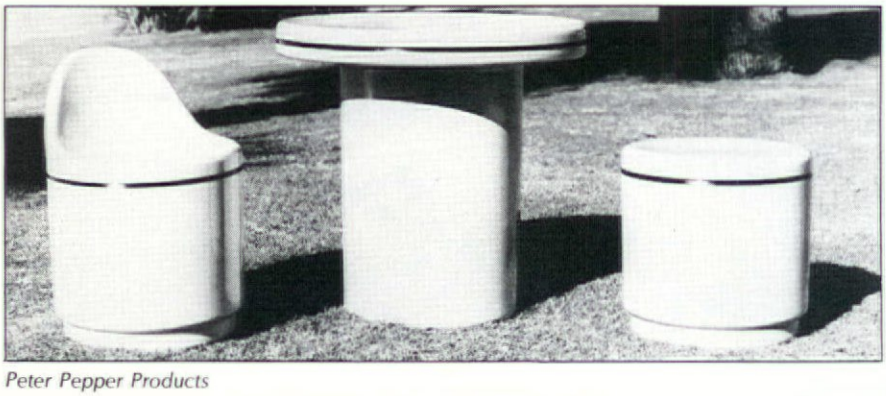
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Pacific



Peter Pepper Products



EOC



Tab

Fiberglass offered in colors

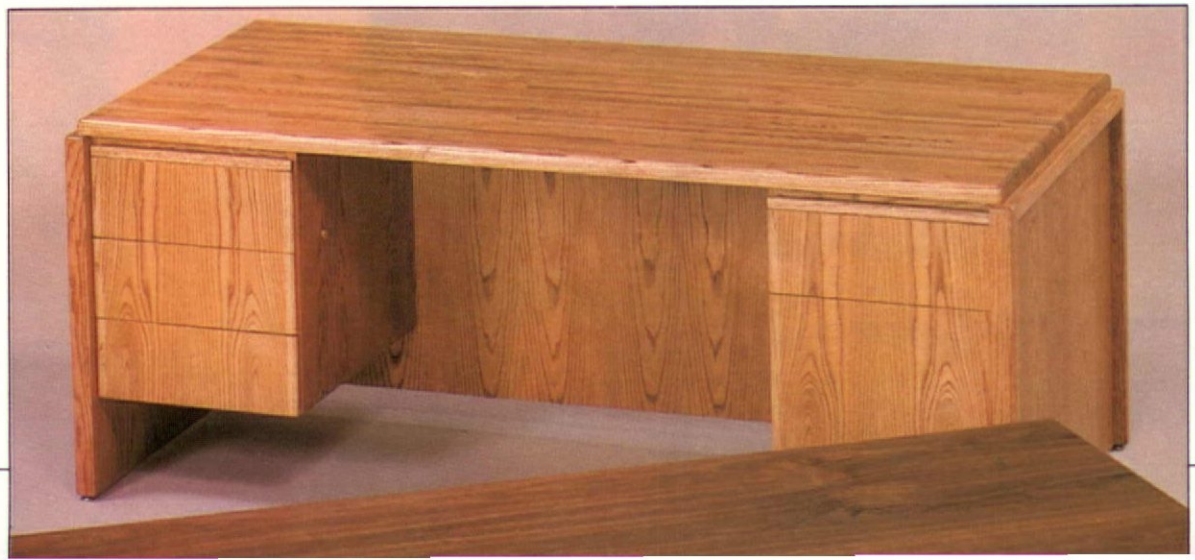
Pacific Condi—Seating system features contoured foam cushions arranged in modular configurations. Complementing cube tables are offered in 11 colors, mirror chrome, and brass laminates. **Circle No. 305.**

Peter Pepper Products—Fiberglass furnishings include a round, columnar table with matching chair and stool and contrasting reveal. Group is available in eight standard and 15 special colors. Product is applicable to both indoor and outdoor use. **Circle No. 299.**

Signature Office Furniture—"Elite" series desktops come in oak and walnut veneer, or oak plank. Standard features include locking pedestals, heavy moulding framing, full modesty panel, and solid oak drawer slides. **Circle No. 300.**

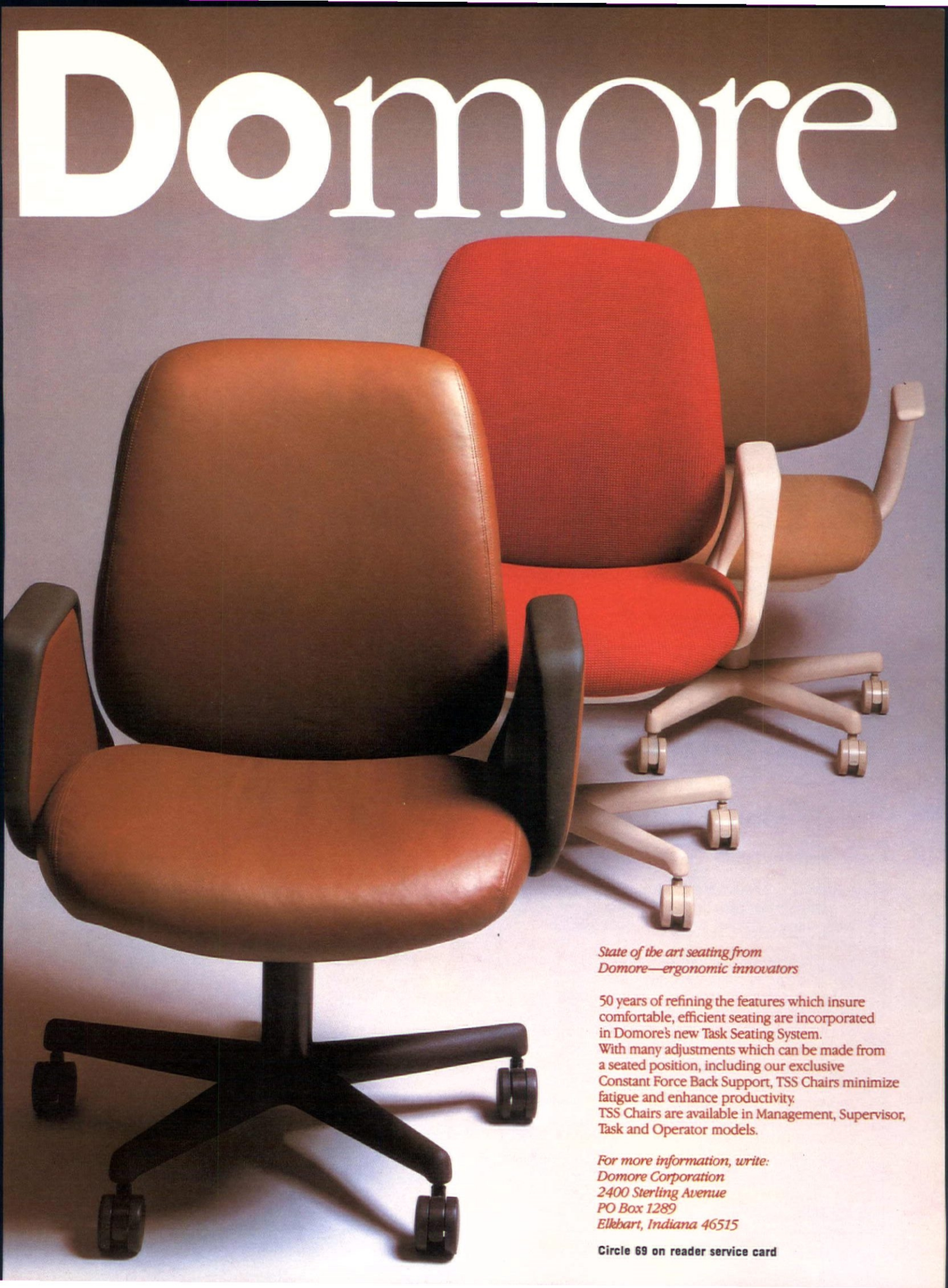
EOC—Side-arm, rotary swivel, and stacking chairs comprise the "Sparta" collection. Product is available in oak or walnut with optional arm panels, and ganging devices **Circle No. 302.**

Tab—Five-compartment cabinet is 62-in. high with 170-in of lateral filing. Various door and cabinet colors are available. Self-retracting doors roll out of sight when raised. **Circle No. 307.**



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Meet the challenge of planning for the present and the future.
Spacesetter III panels enable you to relocate permanent-looking floor-to-ceiling walls whenever and wherever you need them. They're available with all the options you're ever likely to need, including doors, windows, transoms and electrical circuits. Changes of any type can be absorbed in hours instead of days without loss of comfort, efficiency and morale.

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The Lucerne Desk designed by Stanley Jay Friedman

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photo Peter Paige



Retrac-Dor™ slides for an open and shut case.

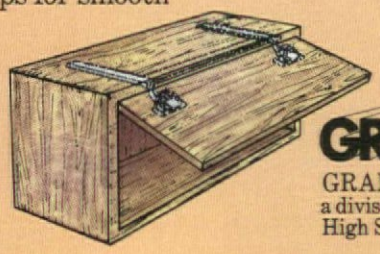
New dual action Retrac-Dor™ slides have easy, "up-front" adjustment to simplify installation and provide an equal 1/16" gap on all edges. They provide Velvet Touch™ quality available only from Grant all ball bearing action slides.

The 513 is for use "inside the case," while the 514 is for "outside the case" door retraction. Both models have cushioned stops for smooth quiet operation.

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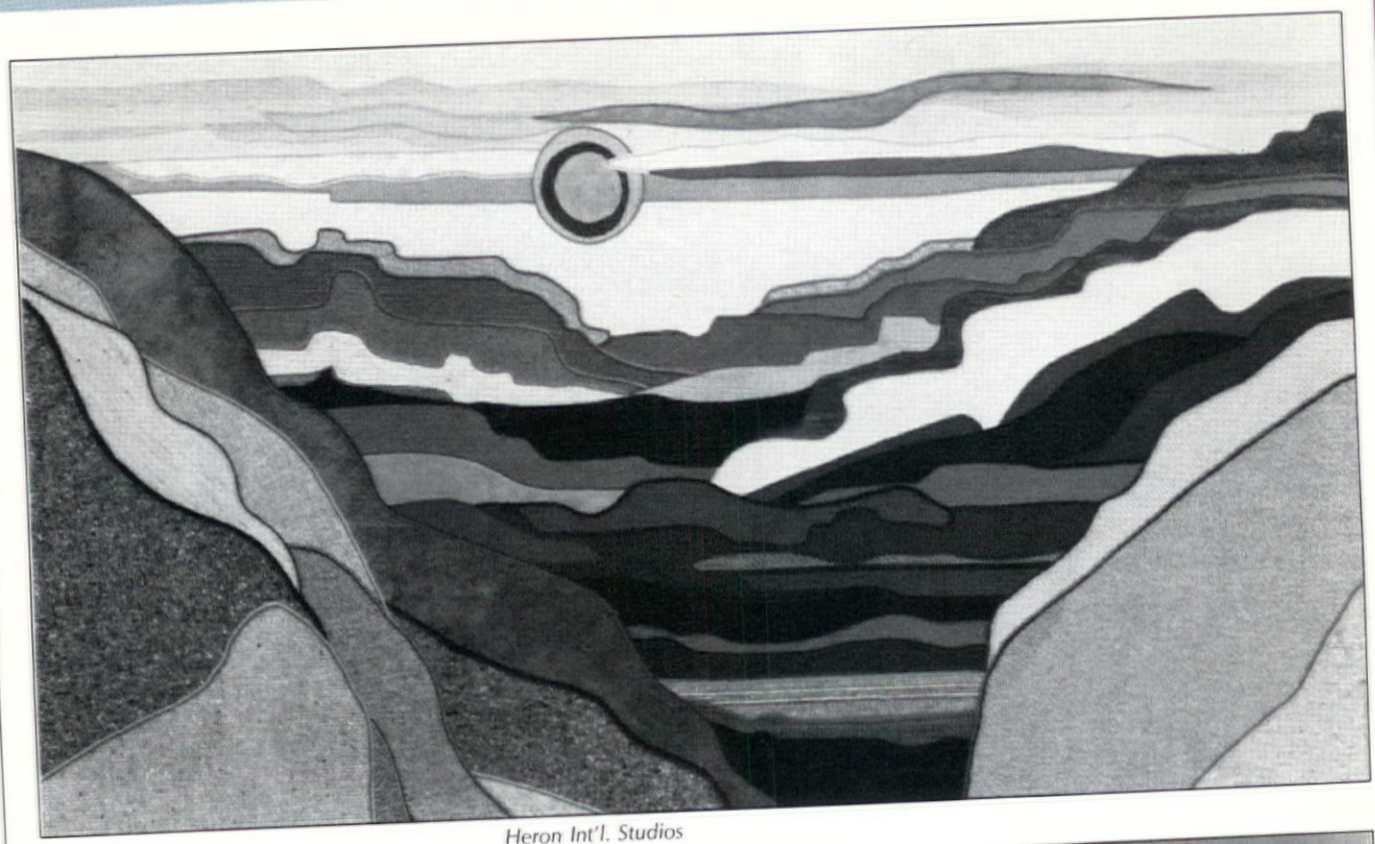
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Hayes



Panel Concepts

Tapestries add dimension to office environments

Heron Int'l. Studios—Helen Webber creates visual depth and tactile dimension with tapestries derived from layered and shaped fabrics outlined in yarn. Tapestry prints also are offered and may be specially commissioned. Custom, limited, and modified editions are available upon request. **Circle No. 295.**

Hayes—"315" executive swivel chair, designed by Ray Zimmerman, has double needle top-stitch detailing. Base is available in oak and/or walnut with upholstered seat in a choice of 250 fabrics and leathers. **Circle No. 303.**

Panel Concepts—Terminal turntable rotates 355 degrees and is offered in two sizes. Complementing paper management system consists of clip-on trays mounted diagonally on horizontal rails which may be installed at any height on slotted panel. **Circle No. 306.**

Functional Office Furniture—Ergonomically correct, fully adjustable model TB 2002 terminal table is designed for the small computer. Removable keyboard leaf adjusts for maximum visibility. Height can be changed from a sitting position and an optional leaf may be mounted on either side. **Circle No. 297.**



Functional Office Furniture

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SCULPTURE–340, 343. Affordable luxury, in oak or walnut, for important clients. Matching executive swivel chairs are available.

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H A Y E S



CONFERENCE/LOUNGE TABLE TOPPED WITH GLASS

Solid oak frame chairs and table from **Terra Furniture Inc.** are accented with upholstery and bronze-tinted glass. Casters on chair permit ease of movement. **Circle No. 368.**

THREE-CIRCUIT DISTRIBUTION AT DESKTOP LEVEL

"Integrated Multiple Power and Communications" (IMPAC) is the latest wire and cabling system for the open plan office from **Panel Concepts Inc.** "Midline" raceway system provides three-circuit, six-wire power distribution at the desktop level. **Circle No. 328.**

GEOMETRIC PATTERNS GEARED TO CONTRACT TRADE

"Element," "Structure," and "Frame" are three patterns from **Cohama Specifier** to be used in mixing and matching weaves and colorways. **Circle No. 369.**



RESIN FRAME RESPONDS TO RIGID FIRE CODES

"Regal" chair from **Chesapeake** conforms to fire codes with its resin-impregnated frame. Tube construction provides long life due to low stress and uniform tension. **Circle No. 329.**



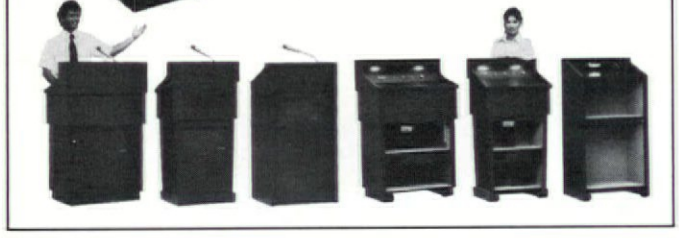
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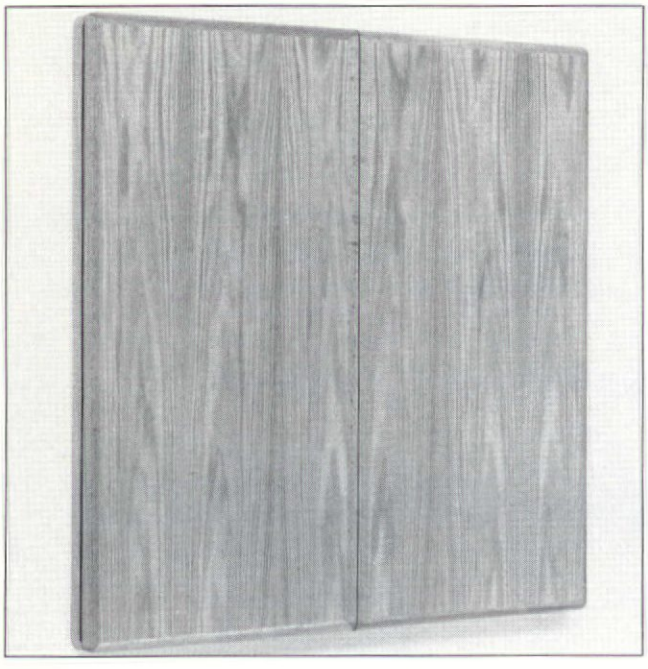
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PRODUCTS & SERVICES



DRY MARKERS BRUSH OFF WRITING SURFACE

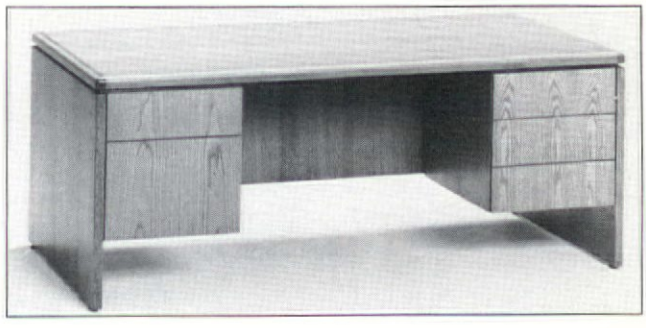
Egan Visual's "Eganboard" porcelain writing surface is fused to heavy-gauge sheet steel. Markers dry quickly on surface and are cleaned with a dry brush. Two mobile, free-standing units in several sizes have steel-tubing frames finished with epoxy and tackboards on reverse. **Circle No. 215.**

STABILITY ADDED WITH FIVE-STAR BASE SUPPORT

HAG/USA offers "Split Series" sliding support cushions as part of a swivel chair with pneumatic seat height adjustment and five-star safety pedestal. Frames are available in chrome or natural beechwood with three stains. **Circle No. 223.**

TRADITIONAL MOTIF CARRIED OUT IN SOLID MAPLE

"Martha Washington" chair from **Hickory Business Furniture** has triple dowel construction on a solid maple frame, styled in a traditional motif. Options include swivel/tilt, posture, and side chair models. **Circle No. 312.**



VERTICAL GRAINED DOOR FRONTS MATCH DESKS

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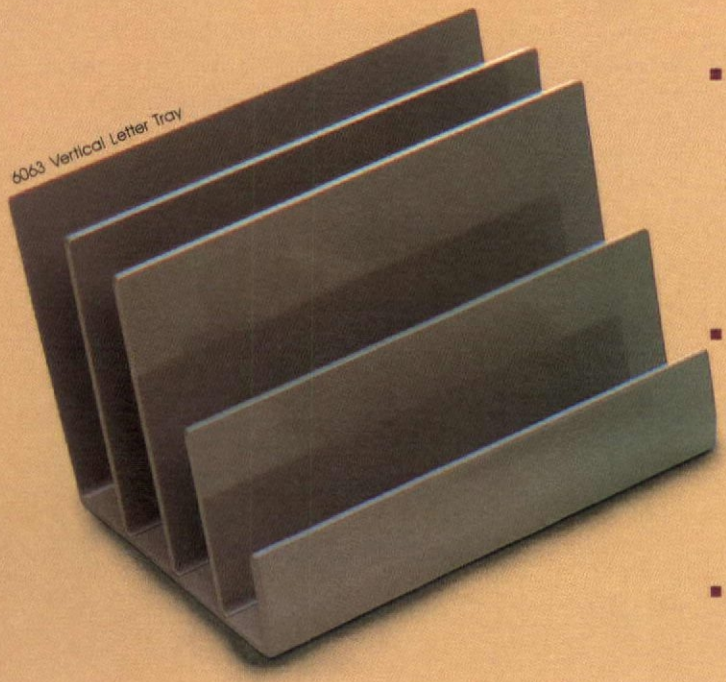
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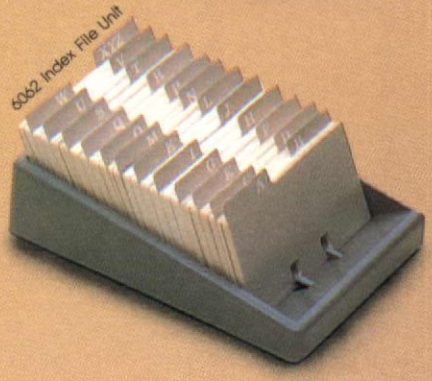
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The modular approach to organizing any organization.

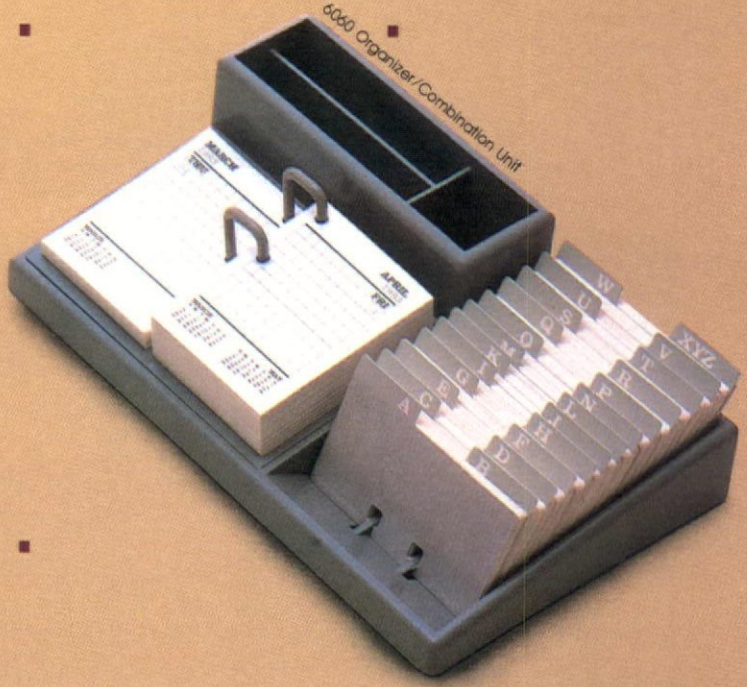
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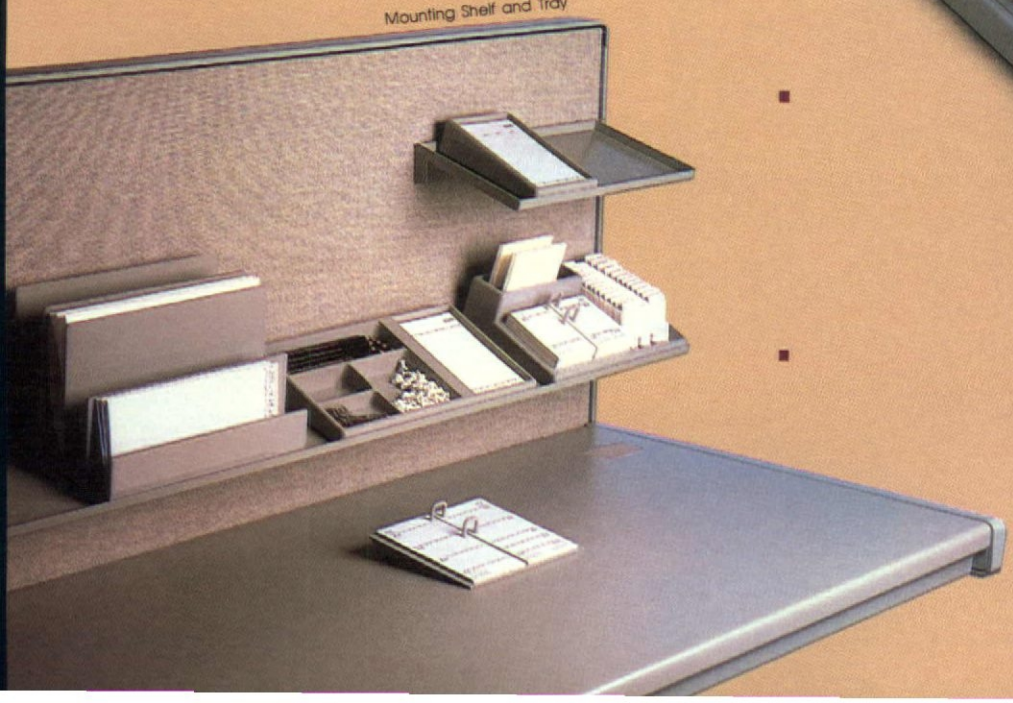










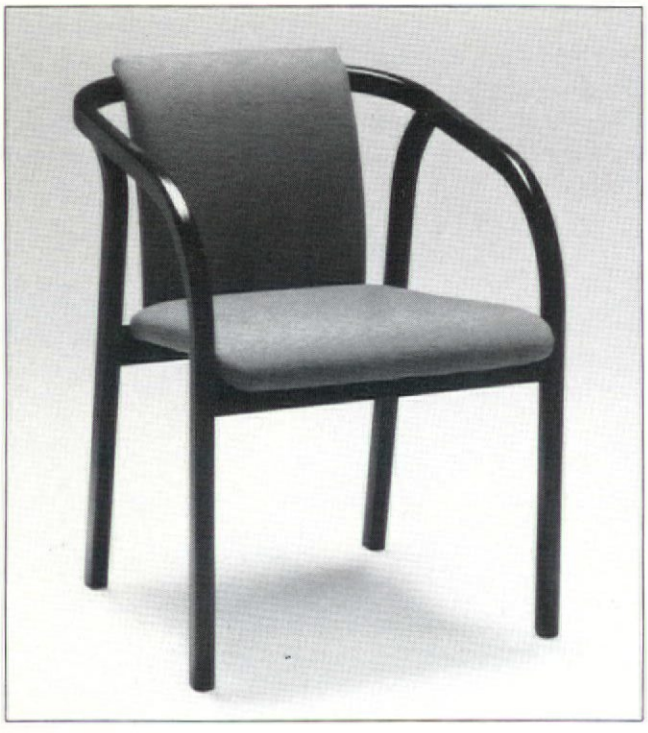


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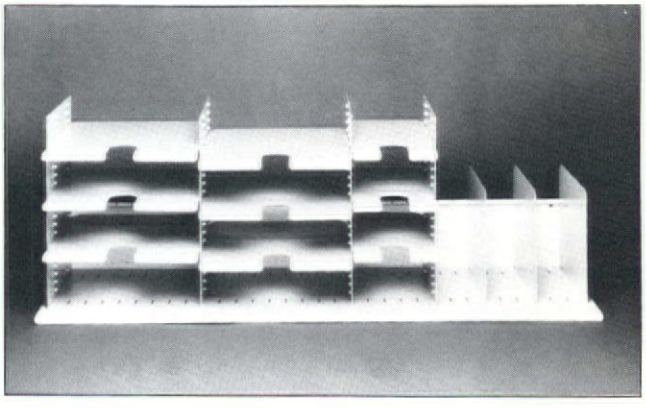


STACK CHAIR AVAILABLE IN STAINLESS STEEL MODEL

D.S. Brown's general purpose seating chair is stackable and made of natural or stained beech, or stainless steel. **Circle No. 258.**

FOUR VERSIONS OFFERED IN TUBULAR FRAME CHAIR

Versions of this "400" series chair from **Gordon International** include side, visitor, mid-management, and executive models. Tubular frames are coated with black epoxy. Arms and bases are polypropylene in a black matte finish. COM is an option. **Circle No. 309.**



PAPER MANAGEMENT SOLVED WITH MODULAR SYSTEM

"Insertables System" is a modular, unitized solution to paper management from **Kwik-File Inc.** Product adapts to open plan flipper doors and hang-on shelves. Base element holds shelf supports, shelves, and dividers according to organizational needs. **Circle No. 311.**

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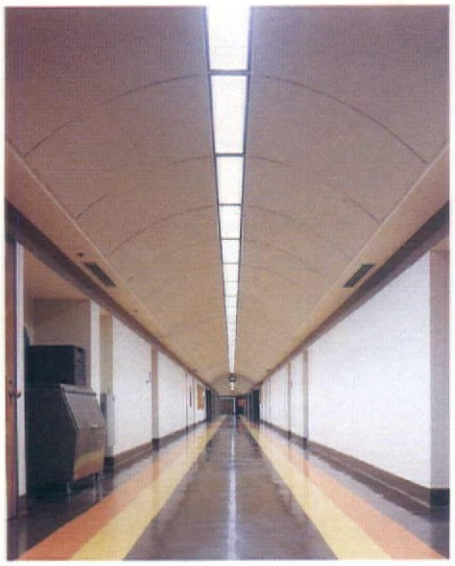
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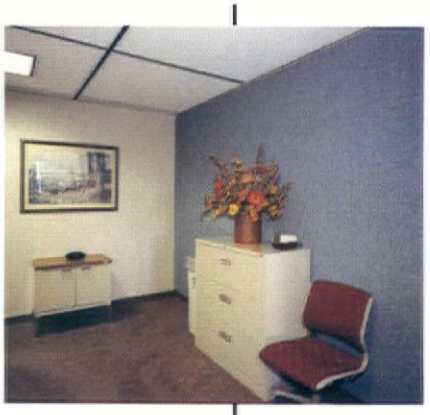
Renovated ceiling with factory-curved panels.



Lobby ceiling in triangular quadrants. Panels in different sizes carry curve on one edge.



Airport baffles are 6" thick, hollow frame construction, with radius bottom edge.



Panels with custom fabric finish appear seamless on renovated office wall.

Wall panels in auditorium entrance have top and side edges bullnosed with 1/2" radius.



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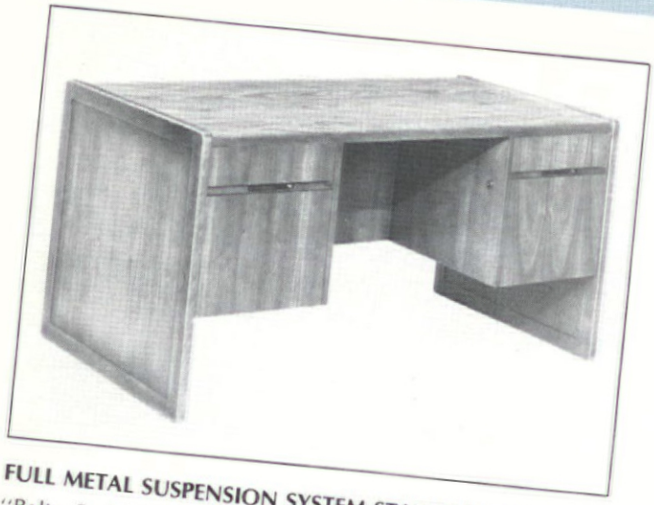
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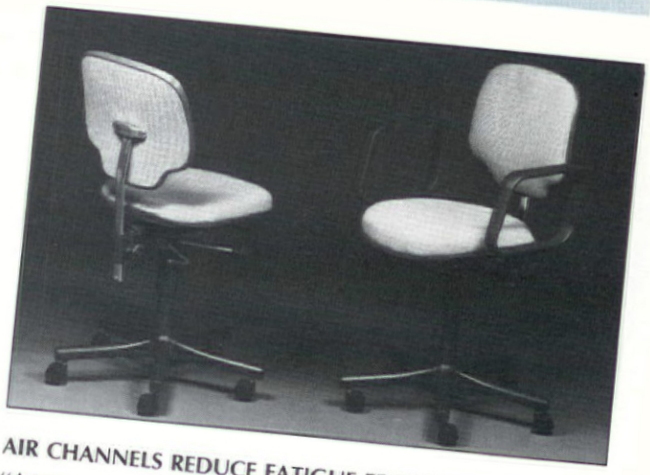


FULL METAL SUSPENSION SYSTEM STANDARD ON UNIT

"Balta Series" desk has full metal suspensions, knee hole locks, walnut veneers, and a matching radius-edged laminate top combined with drawer pull insets. Item is from **Inwood.** **Circle No. 237.**

OFFICE COMPONENTS REARRANGE FOR NEW SETTINGS

Flexible office components from **Haller Systems** can be assembled or rearranged quickly for easy expansion of the system to meet changing office needs. Elements can create single and shared workstations, open office areas, and conference and audio visual areas. **Circle No. 236.**

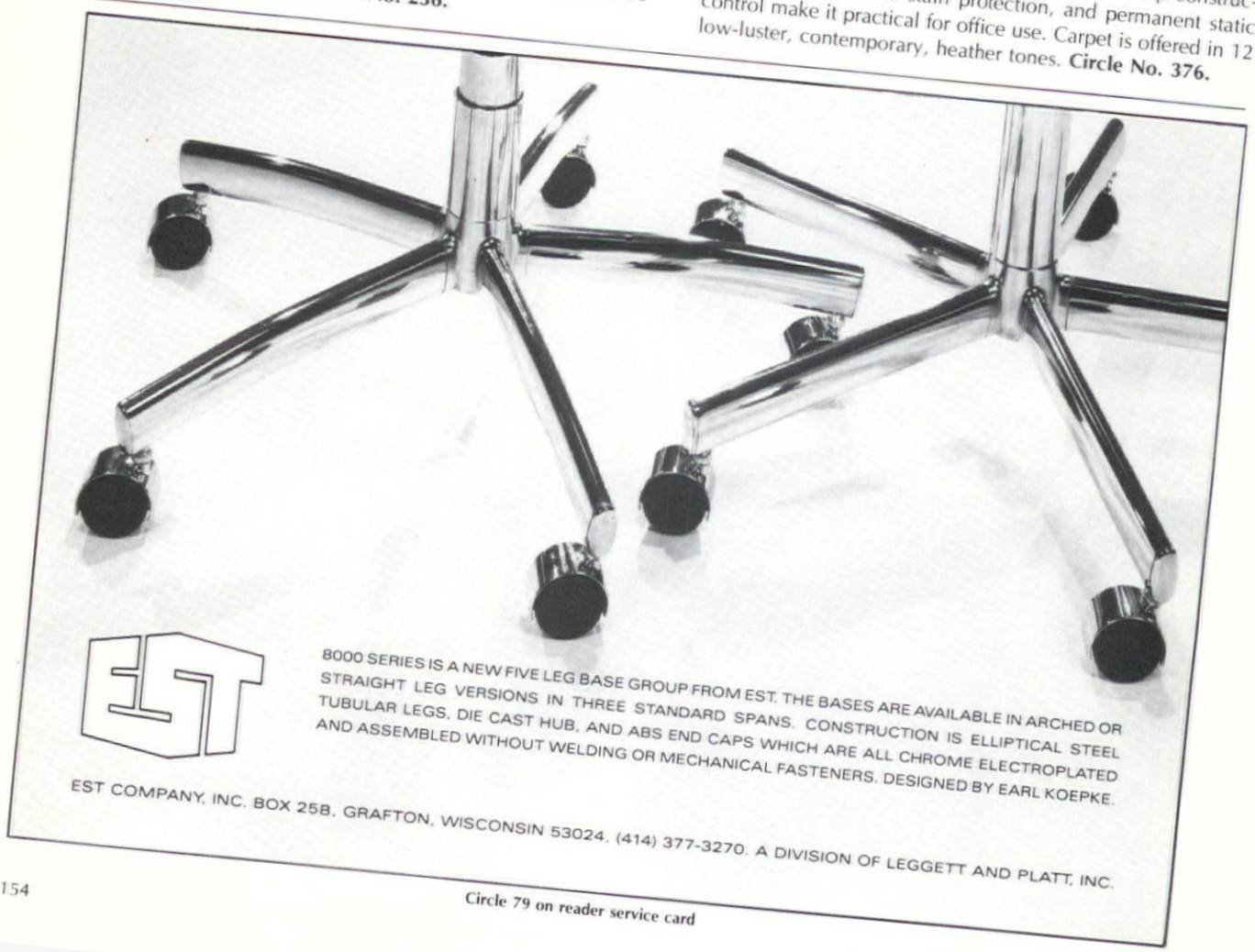


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"Aergo" ergonomic office seating by **Curvcraft** has finger-touch adjustments for seat height, seat angle, and back angle. Contoured seating surfaces incorporate air channels for support and temperature control. **Circle No. 261.**

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Well, there's Way Number Two: natural habitat. Enough of it to provide what all animals need to survive: food, water, cover and a place to raise their young. But does it have to be either/or?

In too many parts of the country we haven't yet found the right balance between our human needs and the animals' need for natural habitat. In too many places chainsaws and bulldozers are recklessly destroying habitat and with it the wildlife.

Solution? Wise conservation policies that can help protect habitats without stifling necessary development.

Recently the National Wildlife Federation acquired a 2,765-acre tract in northern California's Shasta Valley—the Lava Lakes Wildlife Area and Nature Center. With its lakes, marshes, forests, sagebrush and grazing land, the new area provides habitat for 67 species of mammals, from shrews to mule deer, along with waterfowl, fish, reptiles, amphibians, and some 150 species of birds.

That's the way to conserve wildlife—natural habitat. Space in America must be allocated fairly. That way, the animals will survive and so will we.

Help save a place for wildlife. Write Department 401, National Wildlife Federation, 1412 16th Street, N.W., Washington, D.C. 20036.

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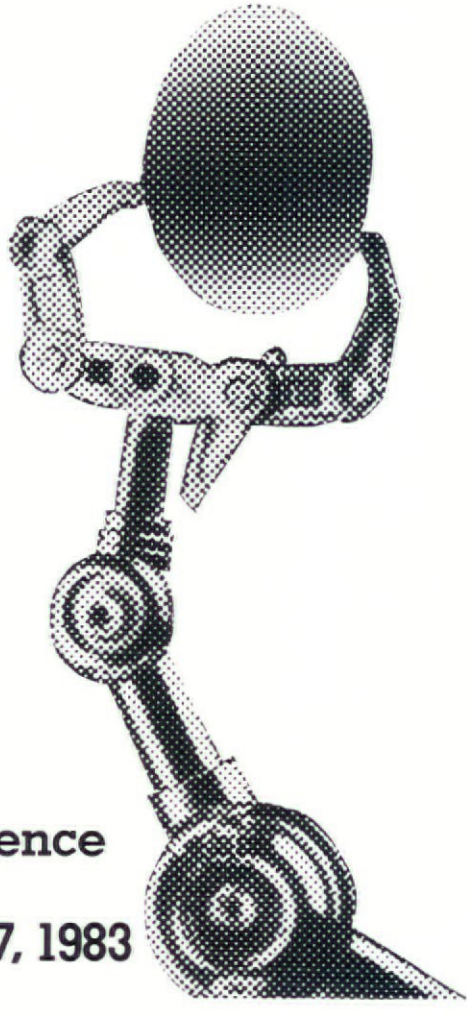
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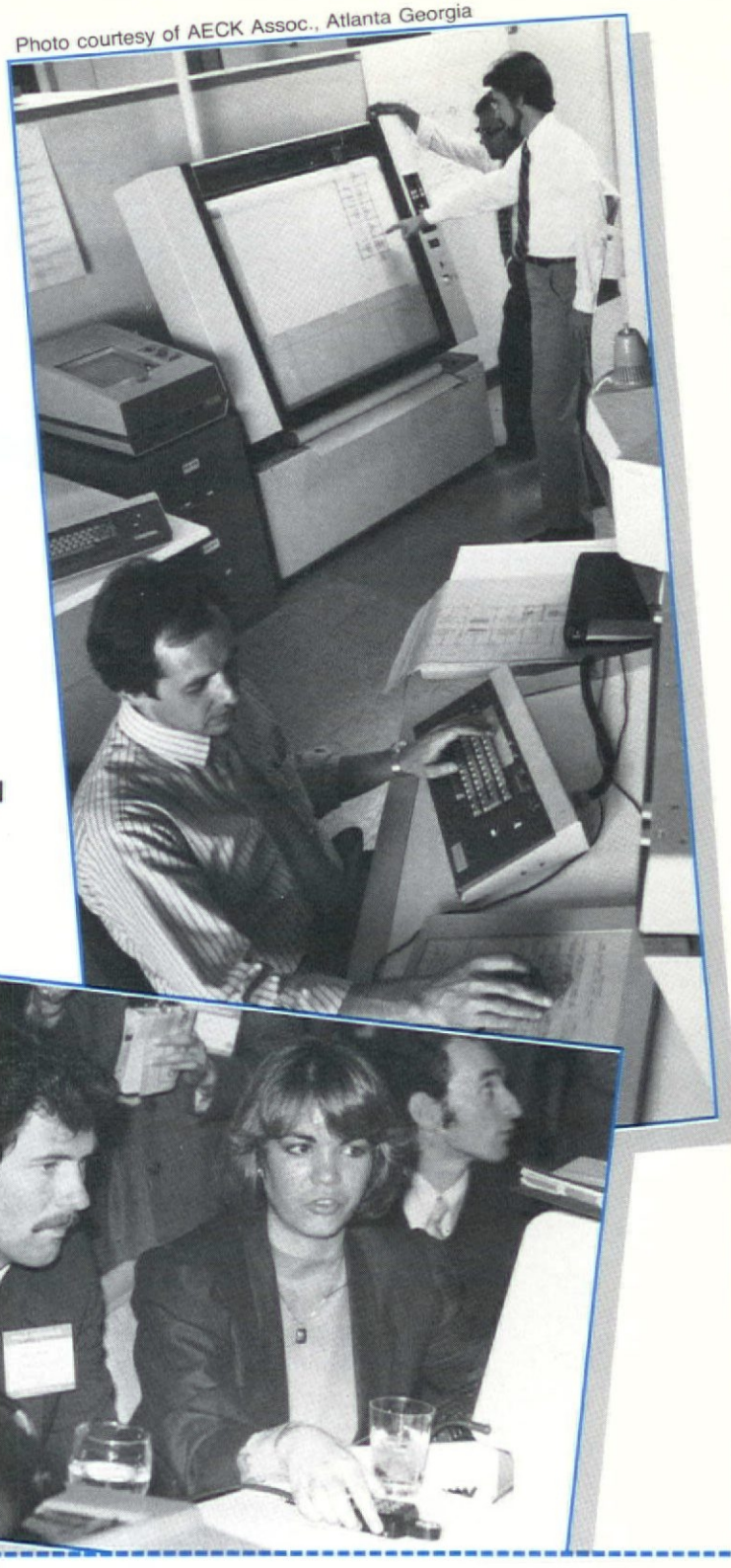
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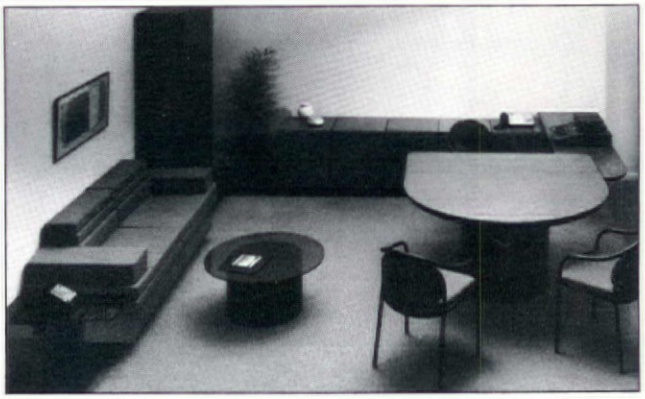


SCULPTED WOOD TOPS LEATHER BASE

"Profile 30," executive office furniture in sculptured oak veneers and solids, is from **Myrtle Desk**. Series has hand-rubbed autumn oak finish and leather base. Wiring access openings with solid brass fittings are optional. **Circle No. 232.**

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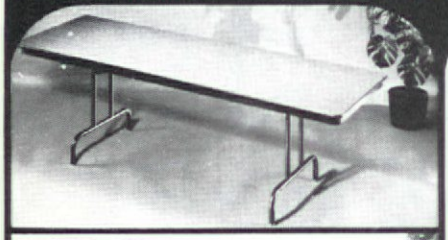
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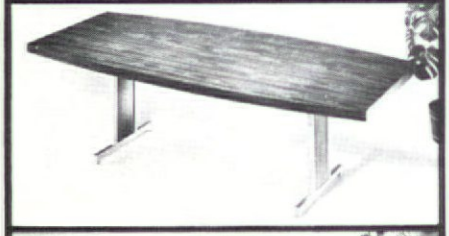
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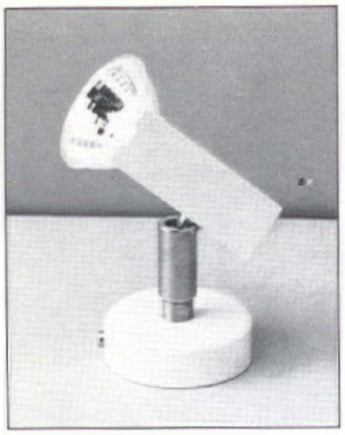
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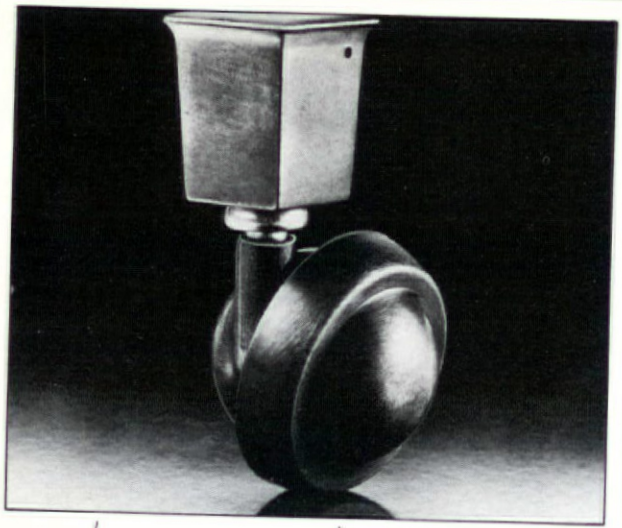




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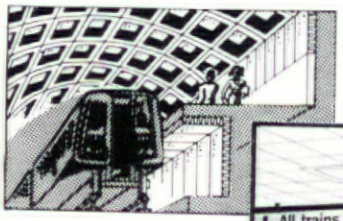
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A 6-ft. green dracaena plant from **Pouliot Designs** has the effect of live greenery. High quality polyester foliage is affixed to natural wood trunks. Two heights are offered.
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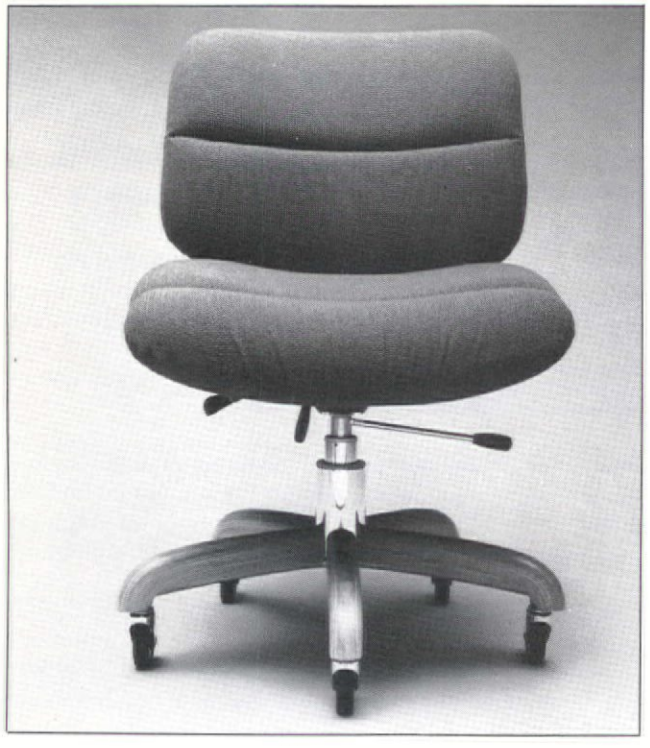
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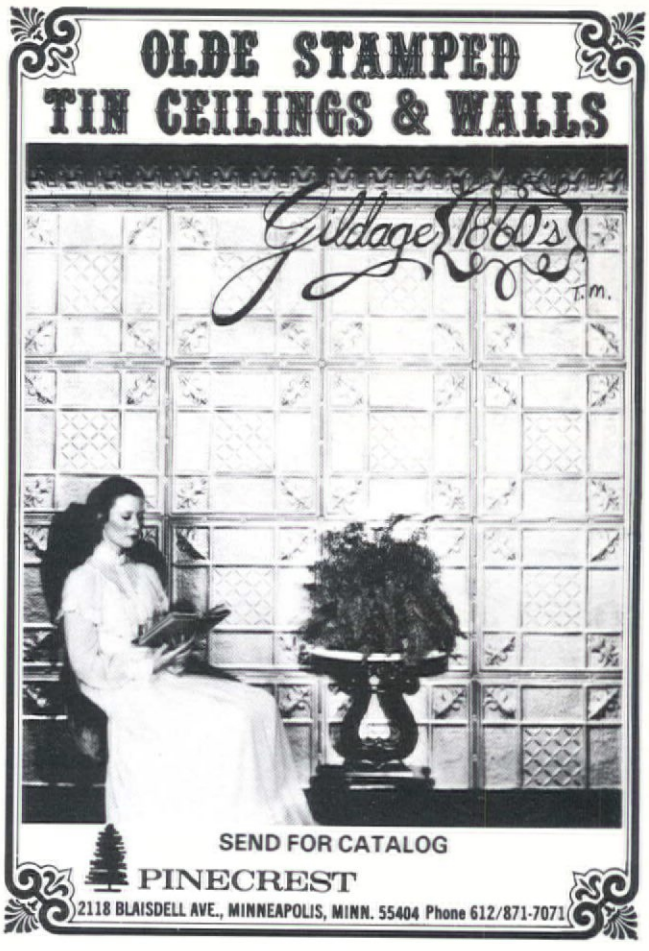
Machine operator's chair, designed by Platner and manufactured by **CI Designs**, has generous seat and back dimensions. Ergonomic features include pneumatic seat height, seat pitch, back height, and back attitude control. **Circle No. 251.**

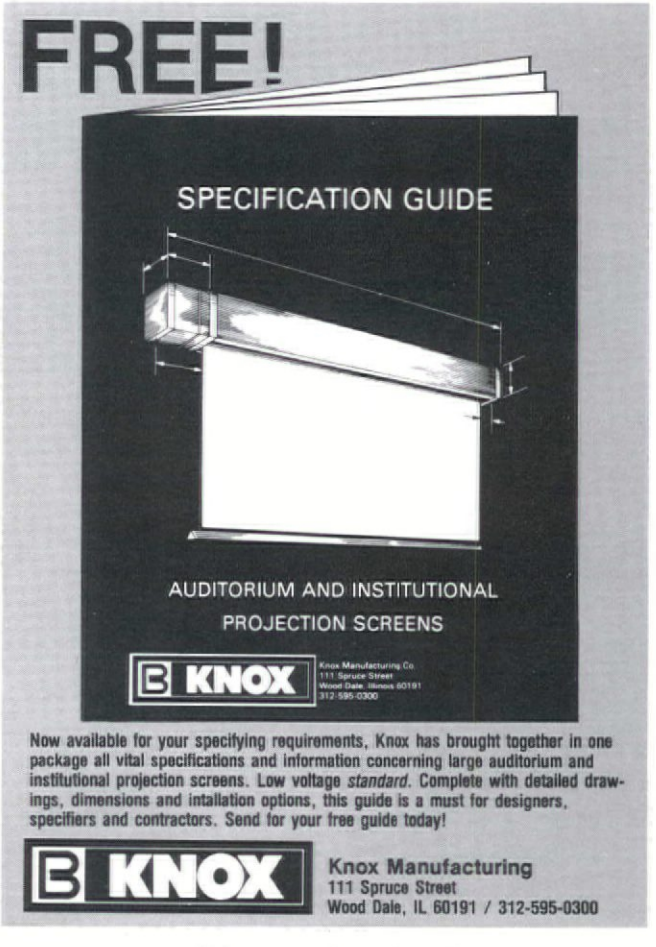


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"Summit" single-wheel casters for furniture from **Plastiglide Manufacturing Association** exceed tests of the Business and Institutional Furniture Manufacturers Association (BIFMA) and American National Standard Institute (ANSI), as well as those of the General Services Administration (GSA). Ball-bearing construction provides swiveling ease. **Circle No. 367.**

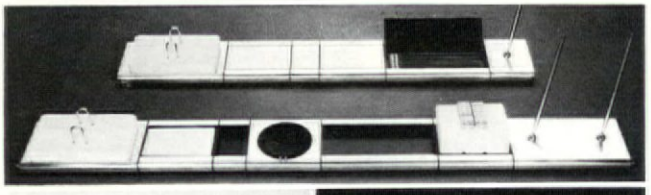
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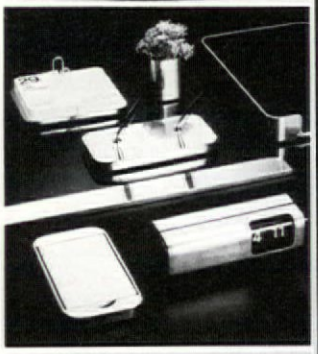


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CATALOGS & BROCHURES

Madison Furniture Industries publishes a 24-page booklet as a supplement to previously released information on Madison Classics contract furniture. Photographs of office and conference room chairs, lounge seating, and tables are included. **Circle No. 381.**



Specification details for commercial restroom cabinetry are provided in a new, four-page catalog from Ampco Products. All Ampco units integrate restroom accessories within vanity tops for space maximization. **Circle No. 382.**

Four-color photos highlighting commercial settings show product variety and usage possibilities for Intalite ceilings. Categories are listed in color-coded form for easy reading. Thirty-page brochure is offered binder-style. **Circle 383.**

Keene Corp. lighting div. introduces a new catalog describing Parabaffle ceiling lighting. Collection consists of recessed and surface-mounted parabolic aluminum louvered troffers. Air-handling, heat-reducing, and anti-static properties are detailed. **Circle No. 384.**

Redesign of the furnishings catalog from Shelby Williams Inds. includes 24 individually-bound sections. Each contains a complete selection of related items in many commercial settings. Color photographs, front and side elevation drawings are included for quick metric and standard dimensional references. **Circle No. 385.**

The Cooper-Hewitt Wallpaper Collection from Brunschwig & Fils is described in a 24-page booklet that overviews the history of this documented collection. Numerous patterns are illustrated accompanied by highlighted detail shots. **Circle No. 386.**

Playscape™ play centers are illustrated and described in a brochure from Playscapes Children's Environments, Madison, Wis. Specifications, installation procedures, options, and design configurations are discussed. Custom design services are available as well. **Circle No. 377.**

Lees Carpets has published two four-color brochures about contract carpeting and state-of-the-art carpet tiles. Both feature pictures of actual installations and specifications on styles and patterns. Product history, technical services, and warranties are presented. **Circle No. 378.**

SEF® modacrylic fiber, the topic of a new brochure, is Monsanto Textiles Company's inherently flame-retardant product for contract fabrics. Items woven of the fiber are offered in a selection of weights for a range of commercial applications. Fabric will not support sources of ignition including open flames. **Circle No. 379.**

Leathercraft Contract has published its first complete catalog of the firm's full seating line for office interiors. The firm manufactures a wide variety of commercial chairs in leather, as well as fabric and vinyl upholsteries. **Circle No. 380.**

RATES: A standard classified ad costs $57.00 per column inch. Estimate a column inch as 37 characters per line, 7 lines per inch, including headline and address. Please specify whether it is a signed ad or a blind box number. Add $5.00 to the cost if a box number is used. Payment with order is required for insertion of classified. Send ad and check to: CONTRACT, Classified Ad Dept., 1515 Broadway, 24th Floor, New York, NY 10036. **DEADLINE:** 1st of the preceding month. **REGULATIONS:** Classified ads may be used for help or situations wanted; salesmen, reps, or lines wanted; business for sale; and any used or odd-lot products or closeouts for sale on a one-time basis. Classified ads may not be used for extensive product descriptions; customer solicitation; or for the offer of merchandise or services continuously available to our readers, which is the function of display advertising. Publication reserves the right to reject, delete, or re-word copy that is contrary to regulations.

LINES WANTED

Lines desired by established young mfg's rep firm with excellent reputation. Presently working with hotels, mgmt firms, architects & designers and other contract specifiers in Missouri. Please reply to: FRG, P.O. Box 28251, St. Louis, MO 63132.

LINES DESIRED BY ESTABLISHED, AGGRESSIVE MFRS. REP. FIRM WITH EXCELLENT REPUTATION AND CONTACTS. PRESENTLY SELLING CUSTOM COMPONENTS TO O.E.M. CONTRACT FURNITURE MFRS. SEEKING CUSTOM OR PROPRIETARY ITEMS TO SELL TO THIS INDUSTRY. BOX 278, CONTRACT, 1515 BROADWAY, NEW YORK, NY 10036.

Southeast established, effective, contract rep with excellent coverage and connections seeks major change in affiliation or addition of new line(s). Furniture, seating, systems and interiors products. Strictest confidence assured. P.O. Box 10303, Atlanta, GA 30319.

Call about our special rates for lines and situations wanted

SITUATIONS WANTED

CONTRACT SALES MANAGER—Outstanding contract sales manager, mature, seeks sales managership or vice presidency in his field. Bedding and upholstery forte. Specialty in hotel guest room products, and health care and hospital bedding. Familiarity with major accounts coast to coast. Box 288, CONTRACT, 1515 Broadway, New York, NY 10036.

WANTED TO BUY

We are seeking entry into a major market area—Sun Belt preferred—through purchase of an existing furniture dealership. Dealership must represent a major "systems" manufacturer and solid contract lines. If your dealership fits this description, please send information including lines represented. All replies will be confidential. Reply to Box 281, CONTRACT, 1515 Broadway, New York, NY 10036.

HANG-ON COMPONENTS—OPEN PLAN SYSTEM

Need source of shelves; flipper doors and plastic gear mechanism; cantilever brackets for work stations; base panel supports; lateral files; all fitted with brackets to fit shelf standard slots on one inch increments. East Coast area. Box 283, CONTRACT, 1515 Broadway, New York, NY 10036.

MISCELLANEOUS

ATTENTION: Contract furnishers, architects, designers, and dealers send us your brochures. CONTRACT Magazine is often asked by corporate representatives to provide them with qualified names. Mail to Sales Manager, CONTRACT Reader Brochures, 24th Floor, 1515 Broadway, New York, NY 10036.

BUSINESS OPPORTUNITIES

BUSINESS DEVELOPMENT SPECIALISTS to the ARCHITECTURAL INDUSTRY

- Acquisition Research and Negotiation
- Marketing Studies and Consultation
- Industrial Real Estate Services

Product Crafters Incorporated
646 Highway 18
East Brunswick, NJ 08816
Attention: Jared March
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LOOK AHEAD . . .

The Classified Section Continues on the following pages

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This high-reader-traffic section is a marketplace for you to fill an important position in your company, to find a new career opportunity for yourself, find salesmen, reps or lines wanted, business for sales and any used or odd-lot products or closeouts for sale on a one-time basis.

THE MARKETPLACE offers you an audience of over 29,000 commercial interior architects, designers, furnishers, specifiers, planners and dealers.

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REPRESENTATIVES WANTED

TERRITORY SALES REPRESENTATIVES

A leading growth oriented contract furniture manufacturer is seeking representatives for new territories in:

Arizona, California, Georgia, Hawaii, Indiana, Louisiana, New York City, South Carolina, Texas and Utah.

Previous work experience in an office furniture dealership or design/architectural firm is helpful. Excellent compensation package and fringe benefits. For consideration, send your resume to:

Box 285
CONTRACT
1515 Broadway
New York, NY 10036

CARNEGIE FABRICS

has openings for a salesperson to work exclusively for Carnegie in:

Chicago, Northern Illinois
& Southern Wisconsin

selling and/or design experience in architectural and contract fields required. Draw against commission.

Reply to 110 N. Centre Ave., Rockville Centre, NY 11570 (516) 678-6770

Importer of high quality Scandanavian drapery and upholstery fabrics looking for sales rep in New York and/or Philadelphia to contact architectural designers. Must have knowledge of fabrics and represent other products of high quality. Please reply to Box 287, CONTRACT, 1515 Broadway, New York, NY 10036.

INSTITUTIONAL LOUNGE SEATING MANUFACTURER

Seeking a few good independent sales representatives. Furniture experience not a prerequisite, but must be presently calling on college and government facilities. Must be success oriented, positive thinker, hard worker willing to get job done. We offer liberal commissions, a broad product line which includes a unique patented design that sells itself. We are a flexible company and will provide strong home office support. Reply to:

Box 284
CONTRACT
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CONTRACT REPS WANTED

Mallin Company—Outdoor Casual Furniture and Pacific Rattan are interested in contract reps calling on interior designers, architects/specifiers, hotels, condo and model home trade. East and West Coast manufacturing facilities. Showrooms are a must. National advertising and support systems are in place. Please contact: R. L. Bastin, c/o C.F.I., 4700 North Central Avenue, Suite 205, Phoenix, AZ 85012. (602) 234-3004.

Sales Reps: Resistflame/Resistane/TSR; add the finest finishes to your lines. Largest Finishers of fabric and wall covering in the Industry. Territories open. Send resume, lines, territory to: Sales Mgr, c/o Resistflame/TSR Finishes, 7115 Miami Ave., Cinti., OH 45243.

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Twenty-two year old OEM Manufacturer of furniture and electronics—currently marketing international line of architectural sheet goods—INTRODUCING A LINE OF SITE FURNISHINGS, SEATING, PLANTERS AND RECEPTACLES. We have flexibility to work to specifications for major users and advantageous pricing. If you currently call on architects, specifiers, interior designers or other users, get in on the ground floor and send pertinent information to: Box 273, CONTRACT, 1515 Broadway, New York, NY 10036.

Leading U.S. Corporation seeking established manufacturer's representative currently calling on architects/interior designers to carry high commissioned up-scale architecturally specified product line. Reply with brief resume or current business activity, lines carried and geographic territory covered. Box 280, CONTRACT, 1515 Broadway, New York, NY 10036.

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to carry a line of fabric wall hanging decor with broad application. From condo to offices, hotels and motels, contract designers and dealers, institutions and restaurants. Please reply to Box 279, CONTRACT, 1515 Broadway, New York, NY 10036.

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Sales Rep for wall decor company. Framed S/N, lithos, prints and art posters. Can be compatible with other furnishing lines. Reply area covered, other types of lines repped. Box 266, CONTRACT, 1515 Broadway, New York, NY 10036.

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Large Canadian Manufacturer of desk accessories and aluminum planters, seeks representation throughout the U.S.A. contract market. Presently exporting product lines internationally; introduction into the American Market via experienced sales agents, is ready for implementation. Interested parties should submit, in confidence, a resume outlining current territory and product lines being carried. Contact: Supreme Aluminum Industries Ltd., 3600 Danforth Avenue, Scarborough (Toronto), Ontario, Canada M1N 2E6. Attention: Vice President, Export Sales.

CONTRACT WALLCOVERING REPRESENTATIVES

J.M. Lynne, a major supplier of wallcoverings to the contract interior design trade, is looking for independent representatives for our line in the Houston, Atlanta and Ohio markets. The individuals selected will have a background in contract sales, preferably with some wallcovering experience and be qualified in securing architectural specifications for major commercial projects. Please send resume including present lines carried and territory covered to National Sales Manager, J. M. Lynne Co., Inc., P. O. Box 1010, Smithtown, NY 11787. No telephone inquiries please.

CONTRACT REPS WANTED

Successful manufacturer of high quality contemporary case goods requires sales representatives for expansion into contract field. All territories open. Reps must have successful record of sales to architectural and design specifiers. Send resume and information to: Elkins, 200 Lexington Avenue, New York, NY 10016, Attention: R. Eisenberg; or call (212) 686-9292.

CONGOLEUM'S CONTRACT FURNITURE DIVISION OFFERS 2 GREAT CONTRACT SALES OPPORTUNITIES! Exclusive product representatives wanted. Highest commissions paid. New York City and Long Island, Maryland, Virginia, District of Columbia. Congoleum seeks 2 fine types to sell its products exclusively. Upholstered Chairs, sofas, sleepins, sectionals, mattresses and box springs. Please contact Robert Exel of Congoleum Contract Furniture Division at (201) 736-1379.

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Many of the Fortune 500 companies know us already. Shouldn't you? Discovery, manufacturer of an exceptional designer collection of custom photo-art wall decor for both commercial and residential interior design, now seeks national sales representatives. Send personal/professional resume describing lines represented, current territory, commission requirements, etc.

DISCOVERY
591 Executive Drive
P.O. Box 367
Troy, MI 48099

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Seeking superior salesperson now calling on the New York ARCHITECT/DESIGNER community to sell FORMS + SURFACES and other quality architectural products. Send resume in confidence to: Martin Gellman Associates, 211 West 56th Street, New York, NY 10019.

Contract reps needed for major line of pictures and mirrors used in hotels, banks, hospitals, offices, and restaurants. See our ad in this issue. W W Graphics, 5211 West Adams Boulevard, Los Angeles, CA 90016.

HELP WANTED

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Involvement in marketing functions: strategy, product development, policies, programs, markets, distribution, customer service, advertising, promotion and selling large jobs. Also project accomplishments to improve operations through new procedures, methods and systems, select, train, organize, inform, control, motivate marketing and sales people.

Requires college and heavy weight experience preferably in metal contract furniture. Salary open with excellent benefits and trust funds.

Send confidential resume Attention:
Norman, Fixtures Furniture,
1642 Crystal, PO Box 6346
Kansas City, Missouri 64126

EOE

DESIGNER/PROJECT MANAGER—Progressive Design/Space Planning Firm seeking experienced professional. Involves design, space planning, client contact and direction of 5 design staff. Five years experience/commercial interior design/architecture firm, strong office systems design/application background required. Forward resume, salary history to: Interior Spaces, 112 West 6th, Topeka, KS 66603.

HELP WANTED

THE FURNITURE AGENCY INC.

We have job opportunities for all levels of management, supervision and sales in Contract Furniture and related industries. All costs paid by client company. Applicant and client company inquiries invited. P.O. Box 53, High Point, NC 27261 (919) 885-2095.

REGIONAL SALES MANAGERS

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A leading growth oriented contract furniture manufacturer is interviewing prospects for regional sales managers. These new company positions will report directly to the Vice President of Sales and will be responsible for territory management, planning and sales training. Qualified applicants will have a strong institutional and office furniture background including five years of field sales experience. Previous management experience desirable.

We offer salary plus performance related incentives and excellent fringe benefits. For consideration, send your resume to:

Box 286
CONTRACT
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New York, NY 10036

NATIONAL SALES MANAGER

Well established importer and sole U.S. distributor/agent of an international prestigious rubber flooring is seeking top level national sales manager. National experience, preferably in flooring required. Excellent opportunity. Please send your confidential reply to: Box 282, CONTRACT, 1515 Broadway, New York, NY 10036.

A progressive, well-established contract interior design firm is interviewing for the position of Director of Interior Design. This position requires a person with a minimum of ten years experience in contract interior design and additional abilities in the direction of design personnel. Job duties include supervision of a staff of 10+ interior designers, with responsibilities for design development, time management, project management, and process development. Submit resumes to: The Bunce Corporation, 1266 Andes Blvd., Post Office Box 21598, St. Louis, MO 63132, Attn: Michael L. Lefferson, IBD, Vice President-Interiors.

MANAGEMENT OPPORTUNITIES ($30,-$100,000)—20 yrs. exp. in the Search and Placement of mid to upper level executives on a national basis. Our nationwide clients seek Sales and Marketing Managers, Manufacturing and Engineering Executives, V.P.'s and Presidents with Contract Furniture experience. Client co's assume all costs. Contact in strictest confidence: YVONNE CRAWFORD, Contract Dept., COOK ASSOCIATES, INC., 35 E. Wacker Dr., Chicago, IL 60601. 312/263-1119.

School of Architecture and Interior Design, University of Cincinnati seeks tenure-track Assistant Professor to teach primarily in Interior Design program beginning September 1983. Master's degree or its equivalent in Interior Design or Architecture, plus at least 1 year's professional design experience required. Teach both in the design studio and in one of the following academic areas: systems technology, methods and materials, history of interior design. Send resume by April 1, 1983, illustrations of design work, and brief statements about your interest in the field of Interior Design and its relationship to architecture to: John Meunier, Director, School of Architecture and Interior Design, University of Cincinnati, Cincinnati, OH 45221. Equal Opportunity Employer.

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Grand Rapids, MI 49503

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Rosemount Office Systems Inc., a manufacturer of office furniture systems is looking for success oriented top individuals who are tired of waiting for that top mgmt position and are willing to take up the challenge of independent leadership. You must be results oriented, a good leader who can sell to multiple distribution channels, can manage and hire competent people, and open new avenues of product distribution.

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Hardwood House offers an alternative to "high tech" computer furniture with a range of 16 handcrafted wood components to compliment our existing lines of distinctive executive office furniture.

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Complete specifications and brochure are available on request.

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